

2005 WORLD SUMMIT

HIGH-LEVEL PLENARY MEETING | 14-16 SEPTEMBER 2005



UN TO NEW YORK: EVERYONE IS A DELEGATE

UNITED NATIONS ANNOUNCES ADVERTISING CAMPAIGN ON LARGEST-EVER GATHERING OF WORLD LEADERS

(1 September 2005) The United Nations will run a two week long city-wide advertising campaign to alert New Yorkers to the 2005 World Summit being held at United Nations Headquarters from September 14-16. The theme of the campaign is “Everyone is a Delegate,” to convey the message that we all have a stake in the outcome of the Summit.

The Summit will be the largest-ever gathering of world leaders, with more than 170 Heads of State expected to converge on the city to tackle some of the biggest global challenges, such as global poverty, human rights, terrorism and UN reform.

The goal of the advertising campaign is to inform New Yorkers and commuters throughout the tri-state area about what is going on and why. The United Nations wants New Yorkers to know that it appreciates the inconvenience they will suffer when world leaders come to town.

The campaign, which will begin on September 3, uses humor to diffuse some of the inevitable frustration of commuters, even as it appeals to New York’s sense of itself as both a community and as an international city. The message reinforces the idea that New York and the world are in this together and that the outcome affects us all.

“The UN wants to show its appreciation to the people of this great city and thank them in advance for their patience and understanding,” said Shashi Tharoor, the UN Under-Secretary-General for Communications and Public Information. “The campaign is inspired by the warmth and humor of New Yorkers themselves,” he added.

Beginning this weekend, advertising will appear on subways, buses, LIRR, Metro North, New Jersey Transit, telephone kiosks and at all area airports. Four television spots will start airing on September 3 on local network and cable television, including news and morning programs.

The campaign was created pro bono by McCann Erickson Worldwide and funded by the United Nations Foundation and the United Nations Department of Public Information as part of its community outreach to the host city.

“We are proud to partner with the United Nations in its effort to show gratitude and admiration for its host city. Because New York City is such an integral part of the United Nations family, everyone truly is a delegate. We hope the humor and wit of the ads will capture New Yorkers’ attention and let them know their traffic is backed up for an important cause—fighting global poverty and combating terrorism,” said Timothy E. Wirth, President of the UN Foundation.

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