



THE GLOBAL POVERTY PROJECT ANNOUNCES REGISTRATION AND NONPROFIT PARTNERS FOR THE *LIVE BELOW THE LINE* CAMPAIGN

Thousands to Live on \$1.50 a Day for Five Days to Raise Funds for Nonprofits Working to End Extreme Poverty

NEW YORK, NY, February 27, 2013 – Today, The Global Poverty Project opened registration and announced nonprofit partners for the annual *Live Below the Line* campaign. The campaign asks participants to live on only \$1.50 a day for food and drink, for five days, to raise awareness for the 1.4 billion people who live below the extreme poverty line. *Live Below the Line* is an initiative of the Global Poverty Project, an education and campaigning organization whose mission is to increase the number and effectiveness of people taking action against extreme poverty.

The *Live Below the Line* fundraising campaign will benefit ten leading nonprofits doing life-saving work throughout the world: Opportunity International, World Food Program USA, Happy Hearts Fund, U.S. Fund for UNICEF, The ISIS Foundation, GVN Foundation, CARE, The Somaly Mam Foundation, Rainforest Foundation and Milaap. When participants sign up to *Live Below the Line*, they direct their fundraising efforts to one of these organizations, while rallying their social networks to end extreme poverty within our generation. The official global *Live Below the Line* week this year is from April 29 – May 3, 2013.

Live Below the Line is an innovative awareness and fundraising campaign that aims to spark dialogue about current victories in poverty reduction and the potential for the future. Currently, the Global Poverty Project's Road Scholars are traveling coast-to-coast in a grassroots effort to engage universities, high schools and community organizations to participate in the *Live Below the Line* campaign. The campaign can be followed on Twitter @LBLUS and on the Live Below the Line US YouTube channel at www.youtube.com/livebelowthelineus.

This year, The Global Poverty Project aims to motivate over 30,000 people to participate in the campaign. In 2012, with 15,000 participants, Live Below the Line raised over \$3 million and gained support from celebrities Malin Akerman, Josh Groban, Kevin Connolly, Nick Lachey, Minka Kelly, and thousands of students, mothers, communities of faith, and world leaders globally.

To register and for more information about *Live Below the Line*, visit: www.livebelowtheline.com

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The Global Poverty Project

Best known for the 2012 Global Citizen Festival in Central Park, NYC, The Global Poverty Project is an international education and advocacy organization working to catalyze the movement to end extreme poverty. An Australian grown project, The Global Poverty Project creates campaigns with the purpose to increase the number and effectiveness of people taking action to end extreme poverty, with the vision of a world without extreme poverty, within a generation. Join the conversation on [Facebook](https://www.facebook.com/TheGPP), follow @TheGPP and visit: www.globalpovertyproject.com

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