



Save the Children



Oxfam
International



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ADVERT: G8, DON'T CUT DOWN WORLD'S TANABATA WISHES

Campaigning organisations join forces to reinforce world's demands for g8 action on poverty, health, food crisis, and climate change through high-profile media campaign

— **first ad in three-day series; print-ready graphics at avaaz.org/ads** —

Campaigners today unveiled a full-page advertisement in the *Financial Times*, set to run in all global editions of the newspaper and to be distributed to all G8 delegates. The advertisement highlights the 1,000,000 'tanabata' wishes for G8 action sent to leaders before the Hokkaido Summit by citizens of every nation in the world.

The first advertisement in the series depicts a samurai chopping down bamboo trees, drawing on the imagery of the Tanabata Festival -- a holiday beginning today when Japanese people write their wishes for the next year and tie them to decorative bamboo trees. G8 leaders will attend a Tanabata-themed dinner tonight to mark the festival.

"At tonight's Tanabata dinner, the G8 leaders should remember that the world's wish is for them to act," said Ben Wikler of Avaaz.org. "The G8 leaders can't just wish for world crises to go away—they have to deliver on their promises to address them."

The ad was sponsored by Avaaz.org, Oxfam, ONE, the Global Call to Action against Poverty, Save the Children, and the Global Campaign for Education. In recent weeks, 1,000,000 citizens from every nation on earth, including hundreds of thousands from the G8 countries, have written "Tanabata wishes" to the G8 leaders. Among the wishes sent:

- More and better aid
- Education for all
- Free health services for all and delivery on HIV/AIDS commitments
- Action to stop climate catastrophe and support adaptation
- An end to the food crisis

A second full-page ad, sponsored by Avaaz.org, will run in tomorrow's *Financial Times*, followed by an ad from the full coalition in Wednesday's edition. Each one will build on a common Japanese theme to deliver the demands of the world's people to the G8 leaders.

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