



One Web, One Vote

Myspace, Yahoo!, Google, AOL, Hotsoup and Viewpoint Join With Celebrities, Faith Leaders, Democrats and Republicans to Cast "One Vote" to Fight Global AIDS and Extreme Poverty in Online Campaign

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Washington, DC-- ONE: The Campaign to Make Poverty History launched today a new internet public service announcement bringing together some of the biggest Internet platforms and biggest names in music, movies, sports, politics and religion in a campaign to engage millions of American voters in the fight against global AIDS and extreme poverty.

"There aren't two sides to this issue. It's not right or wrong or left or right, it's simply right. There is only one side," said George Clooney. "Both this election and as we start to look toward 2008, you can talk with the candidates, you can get on their websites, let them know that you will be asking them about their positions and to do even more to save lives in Africa and the world's poorest countries."

The PSA brings together Julia Roberts, Matt Damon, George Clooney, Don Cheadle, New England Patriots Quarterback Tom Brady, singer songwriter Toby Keith, Alfre Woodard, journalist, Nick Clooney, faith leaders Pastor Rick Warren and Bishop Charles E. Blake, Democratic and Republican Strategists Mike McCurry and Jack Oliver and Shayne Moore, a stay-at-home Mom and ONE supporter from Wheaton, Illinois.

In the spot, they join with over 2.4 million supporters of ONE to "pledge ONE vote" not for a candidate or party--but instead to help fight global AIDS and extreme poverty and make a better, safer world for us all.

"I've been to Africa and seen it first hand, it left a mark on me that I have to live with now, so I want to do my part," said singer songwriter Toby Keith. "It's a chance for everybody with a big voice to step up to their people and say -- go to ONE.org, get educated, and stamp out poverty and AIDS."

"As ONE gets bigger, we know the politicians will start to take note," said Damon who narrates the spot. "I don't think we can expect our leaders to lead us on this. I think we have to lead them, we have to prove to our leaders that that these issues matter to us."

"ONE Vote" premieres online on Tuesday, October 24th in streaming video on the front page of MySpace www.myspace.com. Yahoo! will feature the: 30 video on www.yahoo.com, and also on Y! Video <http://video.yahoo.com> ATT broadband, Y! Verizon and My Y!. The video

PSA will also run on AOL.com, AOL Video www.video.aol.com and on TMZ.com, a joint venture entertainment network between AOL and Telepictures, on October 24th. Additional promotion will run on AOL properties through November 6th. Google will show the spot as a featured video on www.googlevideo.com. Viewpoint will also work to integrate the PSA with their ONE custom toolbar and with publishing partners to run the ad in the run-up to Election Day on November 7th. HOTSOU.P.com, a non-partisan, issues-based online community for the millions of Americans who want a voice in their nation's public square, will also create a "discussion loop" to view "ONE Vote" and debate global AIDS, extreme poverty, and the challenges created by political polarization.

ONE supporters sneak previewed "ONE Vote" at over 676 local events and "house parties" in all 50 states on Sunday, October 15th. As airwaves are filled with campaign ads asking Americans for their vote, ONE is coming to American voters with a bipartisan, hopeful message that ONE is a campaign in which Americans do not have to take a side-there is only ONE side in the fight against global AIDS and extreme poverty.

"In every village, in every city, and in every nation that I've visited on the continent of Africa, I've observed people who have the ambition, the desire, and the longing, but they don't have the resources," said Bishop Charles E. Blake. "We must join together to make some of those resources available to people who want to do better, who want to help themselves, but who don't have the ability to do so because of lack of resources. If we can help them, I think that we will see great changes and great development in the world."

"The ONE campaign can unite people together from different backgrounds, different beliefs, different views on life, because these are not only religious issues - they're human issues," said Pastor Rick Warren and author of "The Purpose Driven Life".

ONE asks that America devote an additional 1% of the U.S. federal budget to the fight against global AIDS and extreme poverty. Most Americans would be surprised to learn that less than ONE percent of the federal budget is currently marked for fighting AIDS and poverty around the world, with surveys showing Americans think it is over 15%. The U.S. has shown bold commitment to Africa and has roughly doubled assistance in the last four years, yet even this funding must continue and expand.

By directing an additional ONE percent of the U.S. budget toward providing the most basic needs - and fighting the corruption that wastes precious resources -we can help transform the futures and hopes of an entire generation in the poorest countries. If the U.S. were to devote an additional ONE percent - one cent more for every dollar spent by the federal government-to helping the world's poorest people help themselves, America could help prevent 10 million children from becoming AIDS orphans, help get 104 million children into grade school, help provide water to almost 900 million people around the globe, and help save almost 6.5 million children under 5 from dying of diseases that could be prevented with low-cost measures like vaccination or a well for clean water.

ONE worked with Jon Kamen and Michael Hilliard of @radical.media (www.radicalmedia.com) a global, multi-platform production company to produce the spots, with direction by Andrew Zuckerman and additional writing and creative work by Jamie Barrett, Creative Director and Partner at Goodby Silverstein @ Partners.

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ONE: THE CAMPAIGN TO MAKE POVERTY HISTORY is a new effort by Americans to rally Americans -- ONE by ONE -- to fight the emergency of global AIDS and extreme poverty. ONE is a coalition of over 2.4 million people and 100 of the nation's leading relief, humanitarian and advocacy organizations. For more information, please visit: www.one.org.

**For free B-roll/video and audio content about "ONE Vote", please log onto www.thenewsmarket.com/one to preview and request video. You can receive broadcast-standard video digitally or by tape from this site. Registration and video is free to the media.