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YOUR SCHOOL Chapter of Americans for Informed Democracy

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INSERT UNIVERSITY Students Take Challenge to Live on \$2 a Day

YOUR CITY, STATE (DATE) - On October 17th, the United Nations International Day to Eradicate Poverty, students at INSERT UNIVERSITY will abstain from modern-day luxuries and challenge themselves to live on two dollars. The \$2 a Day Challenge, a national effort coordinated by Americans for Informed Democracy (AID), is designed to give students an opportunity to step out of their daily lives and more tangibly reflect upon the daily and prolonged challenges of living in poverty, while raising awareness and funds to support small, locally-run organizations in low-income countries.

This Challenge is distinct from your average charity drive for three reasons. First, it asks students to actively monitor their own consumption habits. On October 16th, students will keep track of their daily living expenses—water, food, gas, cell phone, etc.—and donate difference between that total and the \$2 to a community-based project of their choice through www.GlobalGiving.com/2dollar. With nearly half of the world's population living on less than \$2 a day, AID's partnership with Global Giving allows students to donate directly to the causes and countries they care about.

Second, Challenge participants will document their experiences on blogs, as well as film and submit videos to Americans for Informed Democracy in order to win grant money to continue poverty awareness work on campus. Groups with the most compelling video, most people participating, and most money raised will receive mini-grants and ongoing support from AID to successfully transform their creative ideas to concrete and consistent campus campaigns against poverty.

Third, this \$2 a Day Challenge provides participants with the tools to educate their members of Congress on global poverty and invite them to take the Challenge as well as to implement stronger legislation to reduce extreme poverty.

"INSERT CATCHY QUOTE FROM STUDENT THAT EPITOMIZES WHAT THE EVENT HOPES TO CAPTURE"—

The \$2 a Day Challenge will take place on October 17th at INSERT UNIVERSITY. INSERT ANY DETAILS RELEVANT TO YOUR CAMPUS OR PARTICIPATING STUDENT GROUP(S) HERE.

About Americans for Informed Democracy

Americans for Informed Democracy (AID) empowers and equips young people in the United States to address global issues—poverty, health, climate change, peace and security—through awareness-raising and actions that promote just and sustainable solutions on their campuses, in their communities, and nationally. Our vision is that every American young person is empowered to effectively contribute to peaceful, healthy, just and sustainable solutions to the world's greatest challenges.

Since its inception, AID has grown its membership to 20,000 students on more than 1,000 campuses across the country and held events raising awareness and promoting action involving more than 83,000 students.

For more information on the \$2 a Day Challenge, please visit: www.aidemocracy.org/2DollarDay.php