

**Article 13 supports the World Day to Overcome Extreme Poverty***15 October 2009*

As part of our UN Global Compact ([UNGC](#)) commitment to respect human rights, Article 13 supports the [World Day to Overcome Extreme Poverty](http://www.oct17.org/en) (<http://www.oct17.org/en>) 2009 on 17 October. This special day, established by the UN in 1992 as the International Day for the Eradication of Poverty, represents a social movement, which strives to end world poverty. It brings together, on a local level, people living in extreme poverty, and those fighting extreme poverty, in order to generate opinions, decisions and ideas for actions.

There are several ways for individuals and businesses to support this cause:

- Advertise World Day to Overcome Extreme Poverty in articles, press releases, and email signatures <http://www.oct17.org/Support-this-campaign.html>;
- On a local level people can meet up to bring together their ideas for action;
- Sign the Call to Action online at: <http://www.oct17.org/Striving-together-to-end-poverty.html>;
- Wear the campaign ribbon; and
- Start an event in order to build awareness and raise money for this day.

To do our bit here at Article 13 in the build up to Saturday, 17 October, we will include the World Day to Overcome Extreme Poverty logo and link, as well as a brief descriptor on our email signatures to disseminate this initiative to our network of clients, associates and in-house team.

Read some of Article 13's resources to explore the poverty issue in more detail:

- Poverty, governance and individual action  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1038](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1038)
- Mother Earth: we grow fat while she grows thin  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1277](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1277)

Article 13 case studies:

- Centrica: HELP programme  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1329](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1329)
- Diageo plc: A long standing commitment to Tomorrow's People  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1332](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1332)

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