

UNDER EMBARGO UNTIL TUESDAY, DECEMBER 15 @ 12AM ET

GLOBAL CITIZEN PRIZE SOCIAL TOOLKIT

MEDIA

@gblctzn on [Twitter](#), [Facebook](#), and [Instagram](#)

#GCPriZe

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The Global Citizen Prize broadcast and livestream will honor and give awards to the Global Citizens who exemplify the leadership we need to achieve the world we want.

This week, we are promoting:

- **Show date:** Saturday, December 19, 8/7C | 7:30 PT on NBC; Streaming on Global Citizen's YouTube, Facebook, and Twitter channels at 11:30 pm ET on Saturday, December 19.
- **Host:** John Legend
- **Performances by:** Alessia Cara, Carrie Underwood, Common, Gwen Stefani, John Legend, JoJo, and Tori Kelly.
- **Appearances by:** John Oliver, Katie Couric, Miley Cyrus, Nick Jonas, Nikolaj-Coster Waldau, Oprah Winfrey, Priyanka Chopra Jonas, and Usher.
- **Countdown to the Prize pre-show:** Saturday, Dec 19th at 7:30 p.m. ET on Global Citizen's Facebook & Twitter channels; 11:00 p.m. ET on Global Citizen's YouTube channel. Hosted by Scott Evans and featuring appearances by Alessia Cara, Common, John Legend, JoJo, Raphael Saadiq, Tori Kelly, and more.

We are also announcing the award winners, including:

- Global Citizen of the Year: **Bryan Stevenson**
- Global Citizen Artist of the Year Prize: **Sir Elton John**
- Global Citizen Business Leader Prize: **Temie Giwa-Tubosun**
- Global Citizen World Leader Prize: **President of the European Commission Ursula von der Leyen**
- Global Citizen Prize for Philanthropy: **Warren Buffett**
- Global Citizen Prize for Culture and Education: **Sesame Workshop**
- Global Citizen Prize for Activism: **The Black Lives Matter movement, represented by co-founders Patrisse Cullors, Alicia Garza, and Opal Tometi**

The following are examples of what we'd like you to post this week on Twitter, Instagram, Facebook, and LinkedIn. Feel free to tweak the copy for your audience.

See [here](#) for all available social assets.

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TUESDAY, DECEMBER 15th

Asset: [Event Poster](#)

This Saturday, @JohnLegend, @MileyCyrus, @CarrieUnderwood, & more are joining @GlbICtn for the premiere of Global Citizen Prize! Tune in to @NBC on Dec. 19th to celebrate the leaders, artists, and activists building a better future for us all. Learn how to watch here:

<http://glblctzn.me/gcprize2020> #GCPrize

WEDNESDAY, DECEMBER 16th

Asset: [3 Days Countdown](#)

Global Citizen Prize is SATURDAY on @NBC. Join us for performances from some of today's best artists and a celebration of the people who made an impact in 2020 (and did we mention it was hosted by @JohnLegend??). You won't want to miss it: <http://glblctzn.me/gcprize2020> #GCPrize

THURSDAY, DECEMBER 17th

Asset: [Trophy GIF](#)

The wait for the world premiere of #GCPrize is almost over! Join @glblctzn in honoring all the leaders and activists who inspire us to raise our voices for the world we want. This is one night you won't want to miss, so tune in this Saturday on @NBC: <http://glblctzn.me/gcprize2020>

FRIDAY, DECEMBER 18th

Asset: [30-second sizzle](#)

The @GlbICtn Prize awards special is TOMORROW on @NBC! Get ready for an incredible night featuring inspirational stories of human strength and unforgettable performances from entertainment's biggest stars! Here's how to watch: <http://glblctzn.me/gcprize2020> #GCPrize

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SATURDAY, DECEMBER 19th

Asset: Today is the Day

Today's the big day! Join @gblctzn for the world premiere of Global Citizen Prize tonight on @NBC, hosted by @JohnLegend with performances by @gwenstefani, @common, @alessiacara, @carrieunderwood, and more! Tune in for an unforgettable night: <http://gblctzn.me/gcprize2020>
#GCPrize