

# GLOBAL GOAL: UNITE FOR OUR FUTURE MEDIA TOOLKIT

@glblctzn on <u>Twitter</u>, <u>Facebook</u>, and <u>Instagram</u> #GlobalGoalUnite #COVID19

## **Global Citizen Handles**

**Africa:** @glblctznAFRICA on <u>Twitter</u>, <u>Facebook</u> **Australia:** @glblctznAU on <u>Twitter</u>, <u>Facebook</u> **Canada:** @glblctznCAN on <u>Twitter</u>, <u>Facebook</u>

Germany: @glblctznDe on Twitter, @glblctznDEU on Facebook

**New Zealand:** @glblctznNZ on <u>Twitter</u> **UK:** @glblctznUK on <u>Twitter</u>, <u>Facebook</u>

ROW/Global: @glblctzn on Instagram, Twitter, Facebook

## HUB PAGE I SOCIAL ASSETS I ARTIST IMAGES

French | Spanish | German

Short URL: <a href="http://qlblctzn.me/GlobalGoalUnite">http://qlblctzn.me/GlobalGoalUnite</a>

## **BRAND GUIDELINES**

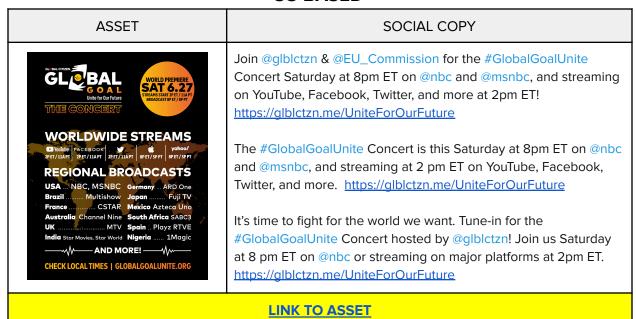
These contain layered assets for you to promote your show locally. And will be updated as per the marketing asset delivery plan. All new or bespoke assets must come back to Global Citizen via instructions outlined. Thank you!

Version: For Distribution Partners Airing The Concert Only
Version: For Distribution Partners Airing The Summit + Concert

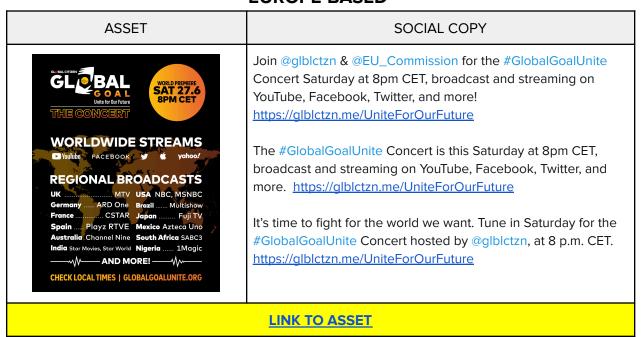
## **TUNE-IN**

We need broad support so share important tune-in information for Saturday's Summit and Concert! Please find and share widely the following graphic and social media copy. Thank you!

### **US-BASED**



## **EUROPE-BASED**



#### Overview

**Global Goal: Unite For Our Future** is a campaign to end COVID-19 by calling on world leaders to commit the billions needed to make sure that testing, treatments and vaccines are available to everyone, everywhere. COVID-19 sees no borders, but we *do* know that it has a disproportionate impact on people of color and marginalized communities. Our goal is to unite as a global community to tackle inequalities in healthcare around the world and defeat this virus.

This campaign will culminate in two digital & broadcast specials:

**The Summit:** The virtual summit will showcase world leaders', corporations', and philanthropists' commitments to ending the COVID-19 pandemic. It will feature reports on the progress being made to reach everyone, everywhere with tests, treatments and vaccines. It will be widely available on streaming video and social media platforms.

**The Concert:** Following the summit, there will be an entertainment special, which will be broadcast on networks as well as streamed across digital platforms. It will feature music performances, educational segments, messages from artists, and commitments from government, corporate and philanthropic leaders to support the COVID-19 response.

## When: World premiere on June 27, 2020.

Times: Vary by market. Check local listings.

Hosted by: Dwayne Johnson

Performances by: Shakira, Coldplay, Usher, Jennifer Hudson, Miley Cyrus, Justin Bieber and Quavo, J Balvin, Chloe x Halle, Yemi Alade, Christine and the Queens, Lin-Manuel Miranda and Original Broadway Cast of HAMILTON with Jimmy Fallon & The Roots, J'Nai Bridges with Gustavo Dudamel, Los Angeles Philharmonic and YOLA (Youth Orchestra Los Angeles) and For Love Choir.

Appearances by: Chris Rock, Hugh Jackman, Kerry Washington, Charlize Theron, Forest Whitaker, David Beckham, Derrick Johnson, Salma Hayek Pinault, Billy Porter, Diane Kruger, Antoni Porowski, Ken Jeong, Naomi Campbell, Nikolaj Coster-Waldau, Olivia Colman and Opal Tometi

#### **Tone**

The tone of this campaign is urgent, while also being hopeful and inspiring. People are desperate to return to their normal life, and the only way there is by fully funding the treatments and vaccines for everyone, everywhere. No one is safe until everyone is safe.

### Suggested social copy



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SAVE THE DATE: Premiering on June 27, @glblctzn & @EU\_Commission will host the #GlobalGoalUnite For Our Future Summit & Concert, an event bringing together scientists, philanthropists, artists & more to fight for equal access to COVID-19 healthcare: http://glblctzn.me/GlobalGoalUnite

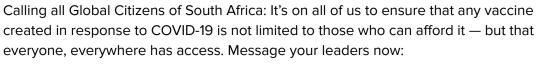
	Premiering on June 27, the #GlobalGoalUnite for Our Future Concert will combat the disproportionate impact COVID-19 has on communities of color and call on world leaders to make testing, treatments & vaccines available to everyone, everywhere. Join us: http://glblctzn.me/GlobalGoalUnite
	#GlobalGoalUnite For Our Future aims to ensure that no one, especially in communities of color around the world, gets left behind in this pandemic. Starting on June 27, with our friends @JBALVIN & @antoni, we will achieve this goal: http://glblctzn.me/GlobalGoalUnite
	We've teamed up with some of your favorite artists — such as @chloexhalle & @MileyCyrus — for the #GlobalGoalUnite Concert to fight for equal access to life-saving COVID-19 resources for everyone, everywhere. Learn more and take action: http://glblctzn.me/GlobalGoalUnite
	Along with some of the biggest names in music and TV, such as @theebillyporter and @shakira, we'll be calling on world leaders to commit to the fight against COVID-19 during the #GlobalGoalUnite Concert, premiering on June 27. Join us: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a>
	COVID-19 impacts everyone, but it's hitting marginalized communities particularly hard.  Join @glblctzn for the #GlobalGoalUnite For Our Future Summit & Concert, premiering on June 27, to help fight ensure that anyone can access the treatment they need: http://glblctzn.me/GlobalGoalUnite
	COVID-19 testing rates are typically lower in communities of color. That's why we're fighting for equal access to testing, treatments & vaccines for everyone, everywhere.  Join us starting on June 27 for the #GlobalGoalUnite For Our Future Summit & Concert: http://glblctzn.me/GlobalGoalUnite
	It's time to fight for the world we want. #GlobalGoalUnite for Our Future is a concert hosted by @Glblctzn, premiering on June 27, that will shine a light on what we all can do to create a better and healthier future for everyone, everywhere. Join us: http://glblctzn.me/GlobalGoalUnite
<b>S F 6</b>	The @Glblctzn #GlobalGoalUnite Summit & Concert, premiering on June 27, is an event committed to making the world a healthier, better place for everyone. Join us as we celebrate the COVID-19 progress we've made and look ahead at the work we have yet to do: http://glblctzn.me/GlobalGoalUnite

	Action-Specific Social Copy
	Calling all Global Citizens: we need you to call on world leaders to protect the most vulnerable and tackle COVID-19. Unite in the global fight against COVID-19: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
<b>9 6</b>	Global Goal: Unite For Our Future is a campaign to increase COVID-19 funding, culminating in a pledging summit and concert on June 27. Call on your world leaders to join us and commit to fighting this pandemic: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
	Hi US Global Citizens! We need you to write a message to your member of Congress and tell them why you want them to support @CEPlvaccines and vaccine development. Take the action and unite for your future now: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
	France & Germany: Much more funding is needed to develop tests, treatments, and vaccines for COVID-19. We need you to ask your leaders to ensure equitable access to these treatments. Tweet now, and unite for your future: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
	Calling on our European Global Citizens: More funding is needed to ensure we can develop tests, treatments and vaccines against COVID-19 as quickly as possible. Tell your leaders why we don't have time to waste, and unite for our future: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
	Calling on our Global Citizens in Asia: Tell your leaders why we're counting on them to take a leadership role in the fight against COVID-19. We don't have time to waste, so take action now: <a href="http://glblctzn.me/GlobalGoalUnite">http://glblctzn.me/GlobalGoalUnite</a> #GlobalGoalUnite
	Hola, Latin American Global Citizens! We are asking you to share a unified message to your world leaders that we need them to fight against COVID-19 for everyone, everywhere. Join the movement and unite for your future now:  http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite





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http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite

# **Participating Artist Handles**

	Twitter	Instagram
Antoni Porowski	@antoni	@antoni
Billy Porter	@theebillyporter	@theebillyporter
Charlize Theron	@CharlizeAfrica	@charlizeafrica
Chloe x Halle	@chloexhalle	@chloexhalle
Chris Rock	@chrisrock	@chrisrock
Christine and the Queens	@QueensChristine	@christineandthequeens
Coldplay	@Coldplay	@coldplay
David Beckham		@davidbeckham
Diane Kruger		@dianekruger
Derrick Johnson	@DerrickNAACP	@DerrickNAACP
Dwayne Johnson	@TheRock	@therock
Forest Whitaker	@ForestWhitaker	@forestwhitaker
J Balvin	@JBALVIN	@jbalvin
Jennifer Hudson	@IAMJHUD	@iamjhud
Justin Bieber	@justinbieber	@justinbieber
Ken Jeong	@kenjeong	@kenjeong
Kerry Washington	@kerrywashington	@kerrywashington
Hugh Jackman	@RealHughJackman	@thehughjackman

Miley Cyrus	@MileyCyrus	@mileycyrus
Nikolaj Coster-Waldau	@nikolajcw	@nikolajwilliamcw
Olivia Colman		@itsoliviacolman
Opal Tometi	@opalayo	@opalayo
Quavo	@quavostuntin	@QuavoHuncho
Salma Hayek Pinault	@salmahayek	@salmahayek
Shakira	@shakira	@shakira
Usher	@usher	@usher
Yemi Alade	@yemialadee	@yemialade