



GLOBAL GOAL: UNITE FOR OUR FUTURE MEDIA TOOLKIT

@gblctzn on [Twitter](#), [Facebook](#), and [Instagram](#)
#GlobalGoalUnite #COVID19

Global Citizen Handles

Africa: @gblctznAFRICA on [Twitter](#), [Facebook](#)

Australia: @gblctznAU on [Twitter](#), [Facebook](#)

Canada: @gblctznCAN on [Twitter](#), [Facebook](#)

Germany: @gblctznDe on [Twitter](#), @gblctznDEU on [Facebook](#)

New Zealand: @gblctznNZ on [Twitter](#)

UK: @gblctznUK on [Twitter](#), [Facebook](#)

ROW/Global: @gblctzn on [Instagram](#), [Twitter](#), [Facebook](#)

[HUB PAGE](#) | [SOCIAL ASSETS](#) | [ARTIST IMAGES](#)
[French](#) | [Spanish](#) | [German](#)

Short URL: <http://gblctzn.me/GlobalGoalUnite>

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

ASSET	SOCIAL COPY
	<p>Join @gblctzn & @EU_Commission for the #GlobalGoalUnite Concert Saturday at 8pm ET on @nbc and @msnbc, and streaming on YouTube, Facebook, Twitter, and more at 2pm ET! https://gblctzn.me/UniteForOurFuture</p> <p>The #GlobalGoalUnite Concert is this Saturday at 8pm ET on @nbc and @msnbc, and streaming at 2 pm ET on YouTube, Facebook, Twitter, and more. https://gblctzn.me/UniteForOurFuture</p> <p>It's time to fight for the world we want. Tune-in for the #GlobalGoalUnite Concert hosted by @gblctzn! Join us Saturday at 8 pm ET on @nbc or streaming on major platforms at 2pm ET. https://gblctzn.me/UniteForOurFuture</p>
LINK TO ASSET	

EUROPE-BASED

ASSET	SOCIAL COPY
	<p>Join @gblctzn & @EU_Commission for the #GlobalGoalUnite Concert Saturday at 8pm CET, broadcast and streaming on YouTube, Facebook, Twitter, and more! https://gblctzn.me/UniteForOurFuture</p> <p>The #GlobalGoalUnite Concert is this Saturday at 8pm CET, broadcast and streaming on YouTube, Facebook, Twitter, and more. https://gblctzn.me/UniteForOurFuture</p> <p>It's time to fight for the world we want. Tune in Saturday for the #GlobalGoalUnite Concert hosted by @gblctzn, at 8 p.m. CET. https://gblctzn.me/UniteForOurFuture</p>
LINK TO ASSET	

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
  	SAVE THE DATE: Premiering on June 27, @gbltzn & @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://gbltzn.me/GlobalGoalUnite

  	<p>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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>#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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>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: http://gblbctzn.me/GlobalGoalUnite</p>
  	<p>COVID-19 impacts everyone, but it's hitting marginalized communities particularly hard. Join @gblbctzn 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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>It's time to fight for the world we want. #GlobalGoalUnite for Our Future is a concert hosted by @Gblbctzn, 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://gblbctzn.me/GlobalGoalUnite</p>
  	<p>The @Gblbctzn #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://gblbctzn.me/GlobalGoalUnite</p>

	Action-Specific Social Copy
  	<p> 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: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p>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: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p> 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 @CEPIvaccines and vaccine development. Take the action and unite for your future now: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p>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: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p> 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: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p> 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: http://glblctzn.me/GlobalGoalUnite #GlobalGoalUnite</p>
  	<p>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</p>



Calling all Global Citizens of South Africa: It's on all of us to ensure that any vaccine created in response to COVID-19 is not limited to those who can afford it — but that everyone, everywhere has access. Message your leaders now:
<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