

8 Goals for Africa screened during World Cup

JOHANNESBURG: Helen Clark, the chair of the UN Development Group which brings together all UN agencies working in development, today, 17 May 2010 launched 8 Goals for Africa, a campaign song by eight African musicians, calling for commitment to achieve the Millennium Development Goals - a set of eight internationally-agreed goals designed to reduce poverty, hunger, disease, and maternal and child deaths by 2015.



8 Goals for Africa is also recorded as a music video, which will be screened throughout the World Cup, across all the fan parks and public viewing areas in South Africa.

8 Goals for Africa features Yvonne Chaka Chaka from South Africa, UNICEF goodwill ambassador Angelique Kidjo from Benin, Oliver Mtukudzi from Zimbabwe, Eric Wainaina from Kenya, Baaba Maal from Senegal, and the Soweto Gospel Choir from South Africa. World-renowned jazz musicians Hugh Masekela and Jimmy Dludlu from South Africa are instrumentalists on the track, produced by Arthur Baker from the US.

No spectators

"There can be no spectators in the fight against poverty," said Helen Clark at the launch. "Everyone has a role to play in scoring the eight Millennium Development Goals, which if reached, would improve the quality of life for many hundreds of millions of people across developing countries."

Music composer Jimmy Dludlu added: "I was inspired by this initiative. We want to help promote the Millennium Development Goals and I am optimistic that the song will convey a message of peace, hope and promise of a better future," said Dludlu.

8 Goals for Africa was composed by Jimmy Dludlu and the lyrics written by Eric Wainaina, and is copyrighted to the United Nations. The song and all related materials, including the music video, ringtone, logo and wallpaper are available for free download after the media launch at www.8goalsforafrica.org. The music video of the song will also be available on YouTube and on Vimeo.com.

Broadcast quality of both the song and video will be available at www.undp.org/broadcast

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