“Massive Good” Global Health Fundraising Initiative Launches

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U.N. Secretary-General Ban Ki-moon and former President Bill Clinton are teaming with recording artists Will.I.Am., David Guetta, Yvonne Chaka Chaka and director Spike Lee for Massive Good, aka MASSIVEGOOD, a fund-raising initiative that will allow travelers to make a $2 donation toward global health causes such as HIV/AIDS, malaria and tuberculosis each time they purchase a plane ticket, book a hotel room or rent a car.

Created by the Millennium Foundation for Innovative Finance for Health, Massive Good, which kicked off today, is supported by the global travel and tourism industry and hopes to raise millions for UNITAID, a funding mechanism aimed at lowering drug prices and increasing their availability in developing countries. Funds will be dispersed to Massive Good partners such as the Clinton Health Access Initiative.

“Building on the success of UNITAID’s levy on French airline travel, which supported the efforts of my foundation to initiate hundreds of thousands of children on lifesaving HIV/AIDS treatment, Massive Good empowers individuals to give small amounts to make a big difference in solving global health crises,” Clinton said in a statement. “I’m proud to be a part of its launch today, and I am hopeful that this model of philanthropy will serve as an example of what other industries can do to improve lives around the world.”

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