ONE Voice to fight Global Poverty

December 13, 2007

In a December 11 interview with the Associated Press, members of the ONE campaign discussed ONE Vote ’08, an effort to encourage the next president of the United States to commit to the global fight against poverty, hunger and diseases such as HIV/AIDS (ap.google.com, 12/12).

According to the AP, the campaign’s 30-second ad will air tomorrow, December 14, in Iowa and New Hampshire, and will run for two weeks on network cable. Supplementing the television ad will be print advertisements and direct mailings. The group hopes to encourage candidates from both parties to discuss their strategies for fighting global poverty and disease.

ONE was created in 2004 by rock superstar and Nobel Prize-nominated activist Bono. It currently has 2.4 million members.

While the AP reports that most candidates have participated in the campaign, either by turning in a questionnaire or submitting a video, Rudy Giuliani and Fred Thompson—both of them Republican candidates—have yet to respond.

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