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\*\*\*\*MEDIA ADVISORY\*\*\*\*

**MILLIONS OF CHILDREN, ROYALTY, PRESIDENTS AND MUSICIANS HEAD TO CLASS, 23<sup>RD</sup>  
APRIL  
FOR GLOBAL CAMPAIGN FOR EDUCATION'S RECORD-BREAKING ATTEMPT AT  
THE WORLD'S BIGGEST LESSON**

On the 23<sup>rd</sup> April, Ministers, Members of Parliament, royalty, musicians, officials and journalists will be joining students, teachers and parents in the Global Campaign for Education's World's Biggest Lesson. Over 5 million people in over 100 countries are expected to do the same lesson in the importance of education. This is a world record breaking attempt that aims to raise awareness of the Education for All agenda and the need to give a free quality education to everyone in the world.

Here are a few of the highlight events:

- 21<sup>st</sup> April: Media Conference call on Education for All, with **Shakira**, UK Prime Minister **Gordon Brown**, and World Bank President **Robert Zoellick**
- 22<sup>nd</sup> April: Shakira and students will meet USA Congress Members
- 23<sup>rd</sup> April: Over a million are taking the lesson in **Bangladesh**
- 23<sup>rd</sup> April: World's Biggest Lesson will be taught to the **King of Cambodia** by children
- 23<sup>rd</sup> April: Ministers are being taught the lesson Isteqlal High School, **Afghanistan**
- 23<sup>rd</sup> April: In **Japan** 17,000 school children, the Education Fast Track Initiative secretariat and the Civil G8 will simultaneously take the lesson
- 23<sup>rd</sup> April: In **Kenya** the lesson is being taught in a Nairobi slum
- 23<sup>rd</sup> April: officials in **Lesotho** are going to rural schools to be taught the lesson
- 23<sup>rd</sup> April: the lesson will be taught by video link up between a school in the **Palestinian Territories** and a school in, Oregon **USA**
- 23<sup>rd</sup> April: In **Peru** Ministers and Congressmen will be taught the lesson by children
- 23<sup>rd</sup> April: **UK** Secretary of State for International Development, Douglas Alexander will take the lesson outside the Houses of Parliament
- 23<sup>rd</sup> April: In **Zambia** children will march to the Vice President before the lesson in Lusaka

(Contact [alex@campaignforeducation.org](mailto:alex@campaignforeducation.org) for detailed schedule of global events)

Globally 72 million children and 774 million adults are currently missing an education. In 2000 world leaders signed up to the Education for All agenda – to ensure every person has a quality education by 2015. Although progress has been made, at current rates these goals will not be met for another 100 years. Millions have been marginalised for being female, disabled, HIV positive, poor or living in a conflict area. Millions more are not receiving a quality education in school, sitting in classrooms with more than 100 students, for a few hours a day, with poorly trained, poorly paid teachers.

The World's Biggest Lesson is the central event of the Global Campaign for Education's 2008 Action Week Activities. The lesson is being organised by civil society, teachers,

parents and children who are asking for a quality education for everyone, and an end to marginalisation.

*"The most promising reason to believe that the world will achieve its goals of education for all by 2015 has been the emergence of strong civil society movement and this mobilisation of millions of children, women and men during the Global Action Weeks each year. We will not fall silent until we have ensured quality education for all."*

Kailash Satyarthi, GCE President,

*"One in four women in the world are illiterate. It's not right, and it's not just. The Global Campaign for Education has been demanding an end to this injustice since 2000. When Ministers join in the World's Biggest Lesson, we want to know what they're doing to ensure others get educated, and have the opportunities to be sitting where they're sitting now."*

Muleya Mwananyanda, GCE Action Week Coordinator

\*\*\*\*ENDS\*\*\*\*

#### **Notes to Editors**

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#### **Global Campaign for Education (GCE)**

The **Global Campaign for Education**, founded in 1999, brings together major nongovernmental organizations (NGOs) and teachers' unions in **more than 120 countries**. GCE promotes access to education as a basic human right and raises public awareness to create the political will for governments and other leaders in the international community to fulfil their promises to provide at least a free, public basic education for all children. Ever April GCE organises a week of campaigning on education called Global Action Week. The focus of this year's Action Week (21<sup>st</sup> – 27<sup>th</sup> April) is the World's Biggest Lesson on the 23<sup>rd</sup> April. [www.campaignforeducation.org](http://www.campaignforeducation.org)

**Updated event details**, for what's happening are available from Alex Kent [alex@campaignforeducation.org](mailto:alex@campaignforeducation.org)

The **World's Biggest Lesson around the world** for a full list of the global events, exact locations and media contact people please contact [alex@campaignforeducation.org](mailto:alex@campaignforeducation.org)

**Photos** will be available <http://www.flickr.com/groups/campaignforeducation> or email your request to [alex@campaignforeducation.org](mailto:alex@campaignforeducation.org)

**Shakira, UK Prime Minister Gordon Brown, and World Bank President Robert Zoellick will do a media conference call on the 21<sup>st</sup> April at 1pm EDT**, email Rica Orszag at [rica@ricapr.com](mailto:rica@ricapr.com) or Jennifer Devlin at [Jennifer.devlin@cox.net](mailto:Jennifer.devlin@cox.net).

- In the U.S. toll-free dial-in 1-800-311-9408 password: action week.
- **In the UK toll-free dial in** 0800 092 3582 password: action week
- International dial in +1 334 323 7224 password: action week