

PR NEWSWIRE : MILLENNIUM FOUNDATION ANNOUNCES MASSIVE GOOD ; -- SOLIDARITY MOVEMENT TO HELP FINANCE HEALTH CARE FOR WORLD'S POOR

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NEW YORK, Sept. 23 /PRNewswire/ -- The Millennium Foundation for Innovative Finance for Health today announced MASSIVE GOOD, a new, innovative travel-related fundraising initiative that will help finance health care for the world's poor. During a high level meeting at the United Nations, leading representatives of the global travel and tourism industry joined, for the first time ever, to declare their support for this program.

The initiative will allow travellers to give a small \$2 'micro-contribution' every time they purchase travel services which will go towards fighting HIV/AIDS, malaria and tuberculosis in developing countries through a **WHO**-hosted organization, **UNITAID**.

The announcement was made on the first day of the UN General Assembly during a meeting of the Task Force for Innovative Finance for Health, spearheaded by UK Prime Minister Gordon Brown and World Bank President Robert Zoellick in the presence of numerous heads of state from developed and developing countries, and leaders of the travel and tourism industry.

MASSIVE GOOD, which is on track for launch in early 2010, has the potential to raise up to \$1 billion in additional funding for global health during its first four years of operation while helping reduce the important inequalities in access to health care between the rich and the poor.

"The biggest crisis the world is facing is the glaring inequalities in access to health care between the rich and the poor," stated Dr. Philippe Douste-Blazy, Chairman of the Millennium Foundation, United Nations Under-Secretary and Special Advisor for Innovative Finance for Development.

"Our message is quite simple: you can help change the world one click at a time from where you are sitting and join a movement that will do MASSIVE GOOD," added Dr. Bernard Salome, the Foundation's managing director.

Leading representatives of the global travel and tourism industry joined in signing a declaration of principles committing their support to the Millennium Foundation and the launch of MASSIVE GOOD. Signatories included the World Travel & Tourism Council; Amadeus, Sabre and Travelport, which represent the leading Global Distribution Systems (GDS) managing the world's airline reservation networks; leading online travel agent Opodo; American Express Business Travel and Carlson Wagonlit Travel, as corporate travel agent supporters, Voyageurs du Monde as a leisure travel agent supporter, and Mondial Assistance, as Call Center partner, and the Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria.

This is the first major fundraising initiative launched by the Millennium Foundation, whose mission is to mobilize new sources of innovative funding to achieve the three health-related **Millennium Development Goals** agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

About Millennium Foundation

The Millennium Foundation for Innovative Finance for Health ("Millennium Foundation") is a Swiss not-for-profit organization created in 2008 whose mission is to create a sustainable source of needed additional funding to achieve the three health-related **Millennium Development Goals** agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health. To achieve its mission, the Millennium Foundation aims to inspire and empower citizens to join a global movement of solidarity dedicated to reducing the glaring inequalities in access to health care between the rich and poor. The initial focus is the creation of MASSIVE GOOD, an innovative fundraising solution that makes it easy for all those who travel to make micro-contributions aimed at saving lives by fighting life-threatening diseases among the world's most vulnerable populations. For additional information, visit: <http://www.millennium-foundation.org>.

About UNITAID

UNITAID was launched 3 years ago as an innovative mechanism for scaling up access to treatment for HIV/AIDS, tuberculosis and malaria. Founded by Brazil, Chile, France, Norway and the UK, today **UNITAID** has the support of 29 countries as well as the Bill & Melinda Gates Foundation. **UNITAID** today supports partner programmes in 93 countries worldwide, addressing HIV/AIDS in 49 countries; malaria in 29; and tuberculosis in 72 countries. In less than three years **UNITAID** has committed more than 900 million dollars to the diagnosis and treatment of these three diseases, representing a total of over 11 million treatments provided to patients. **UNITAID** uses a market impact model that drives prices down, by guaranteeing a long-term market for large volumes of drugs and medical tools. Reduced prices, in turn, help funds go further and help more people. **UNITAID**'s funding model is based on an air ticket solidarity levy. While some of our donors contribute through multi-year budgetary commitments, the air tax provides more than 70% of our funding. Visit www.unitaid.eu for more information.

SOURCE The Millennium Foundation

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