

PRESS RELEASE

Be a Citizen Ambassador to the United Nations: Speak to World Leaders through YouTube

23 September 2009 (UNITED NATIONS INFORMATION CENTRE, ISLAMABAD) -As world leaders from 192 United Nations Member States converge on New York for the 64th session of the General Assembly, the Department of Public Information is launching a groundbreaking campaign entitled “Citizen Ambassadors to the United Nations”, which encourages people everywhere to directly engage with decision makers by uploading video messages on the UN YouTube channel.

The innovative “Citizen Ambassadors” campaign will take place from 23 September through 10 October 2009, coinciding with the General Debate part of the General Assembly. It harnesses the power of online video-sharing and offers a unique opportunity for world citizens – youth in particular – to make their voices heard during the United Nations General Assembly by responding to the question: “If you had the opportunity to speak to the world leaders, what would you say?”

Videos featuring Secretary-General Ban Ki-moon and high-profile celebrities, including UN Messenger of Peace George Clooney, will be posted on the UN YouTube channel beginning 23 September 2009. You Tube will ask online users to reply with their own video messages on how to create “a better, safer, world” by 10 October 2009.

The United Nations will select the best five video entries. The finalists will be designated “**Citizen Ambassadors**,” and will be invited to United Nations Headquarters on the occasion of the 64th UN Day (24 October 2009). There, they will take a special guided tour of UN Headquarters, have their photo taken with Secretary-General Ban Ki-moon, and receive VIP seating at the UN Day Concert, to be held on Friday 23 October 2009.

The campaign is the latest in a series of initiatives by Secretary-General Ban, which seek to utilize the power of the Internet and online social networking to increase awareness of the work of the UN and to engage a new generation of world citizens in the importance of international diplomacy. These initiatives include the “We Must Disarm” campaign, which utilizes the online social networking sites, Twitter and Facebook, to actively disseminate information about nuclear disarmament and non-proliferation.

The UN YouTube Channel can be found at: <http://www.youtube.com/user/unitednations>

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