

Barcelona, 20 November 2010 – In celebration of the International Day of the Child the Global Movement for Children and the Love Comes launched this Saturday (20/11) in Barcelona (La Farinera de Clot) the initiative 'Put yourself in my shoes'. This campaign aims at raising awareness on a simple fact: citizen engagement and participation is the single most essential element needed to achieve the Millennium Development Goals (MDGs).

The campaign is a part of a larger effort to hold governments to account on the promises made to children in the year 2000. It seeks to raise awareness and galvanize public opinion to demand political commitment towards child rights. It takes side of the most vulnerable children in the society who are the victims of inaction and policies that ignore them.

The 'Put yourself in my shoes' event in Barcelona took the form of an exhibition displayed in a creative and unusual way to draw attention to the hardships faced by millions of children all over the world. Worn-down children's shoes collected from different countries and continents were the core element of the exhibition. The intention is to help the public imagine the difficult and tough reality that millions of children experience every day.

The campaign's website (www.putyourselfinmyshoes.org) provides individuals with an opportunity to get engaged in some of the most powerful advocacy campaigns taking place in the G8 countries, Spain and globally. The launch in Barcelona will be followed by similar events that will take place all over the world over the next 12 months.

Since 1954, November 20 is observed as the International Day of the Child. It is devoted to promoting the ideals and objectives of the Convention of the Right of the Child. This year celebration of the International Day of the Child coincides with MGDs 2010 revision year. Outlined in 2000 MDGs range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015.