

8 March, 2010, Barcelona- 2010 is a key year in the fight against poverty. As one of the four European Millennium Development Goal (MDG) Committed Cities, Barcelona has redoubled its efforts to raise awareness among its citizens of the importance of the MDGs and the need for both rich and poor countries to achieve them.

In collaboration with the Spanish Millennium Campaign, the Municipality of Barcelona has decided to promote the MDGs at eight different athletic races that take place in Barcelona in 2010. In each of these races, the MDGs and the UN Millennium Campaign will feature prominently and be promoted before and during the actual competitions.

On Sunday March 7, the 32nd edition of the Barcelona Marathon, which has over 12,000 participants and 100,000 spectators, included an inflatable arch featuring the 8 MDGs, produced by the Municipality of Barcelona in collaboration with the Spanish Millennium Campaign. The “Expo Marathon” – a space that featured entertainment activities – featured a Voices Against Poverty box, where citizens recorded messages in support of the MDGs.

In addition to the “8 races” initiative, the UN Millennium Campaign and the Municipality of Barcelona will also join forces for the “Barcelona Mercè Festival”. This festival, including more than 500 cultural, sports and media events, will take place on September 22-25, right after the MDG Review Summit that heads of state will attend at the United Nations in New York. This year, the MDGs will be the main theme of the Festival and will be featured in numerous spaces across the city.

Barcelona was recognized last October as one of the four European Millennium Development Goal (MDG) Committed Cities, along with Paris, Munich and Milan. As part of this recognition, the City Council agreed to actively promote the MDGs throughout 2010.

Source: End Poverty 2015