

For Immediate Release
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Clinton Global Initiative's New Commitment to Action

Change for Chad Program begins November 2010

New York- The Clinton Global Initiative has created a new call to action empowering women and young girls in the Chad, Africa. The kick off event will be January 16, 2009 starting with the Mommy Blogger Luncheon.

CGI and Target Corporation will partner up to create the Change for Chad campaign. The campaign will run from November 2010 through January 2011 with events and programs throughout the year to raise awareness, funds and education within America and Chad.

“The Change for Chad program is one I think can deeply effect Chadians and Americans. As a diplomatic country I feel we do well by doing good for others,” former president Clinton said. “Incorporating so much of the program in schools will help children feel the need to help a cause that they can directly change.”

Events and programs include: Mothers Day Brunch, Change For Chad donation programs, women's hygiene packages, education packages, pen pal programs, school uniform contest as well as many others. Exclusive to Target, the winner of the “Design Chad's Clothes” school uniform contest will have their sketch produces by a partnering Target designer.

Other avenues of awareness embrace social media to push along the message of change for a third world country affected by the ongoing struggles within and around their land.

Social media outlets like Twitter and Facebook will incorporate options for users to offer monetary donations. “We think that social media will help get out our message. Now we have millions of potential listens, with no cost,” said Patrick Johnson, Director of Communications

The campaign will embrace the Nation of Chad to help create a positive change for women and girls in need. The country of Chad suffers from lack of water, education, government stability and numerous illnesses. With the help of the Clinton Global Initiative, Target, CGI plans on constructing education institutions, presenting health seminars, all in hopes to create a better environment for the women and girls in Chad.

About Clinton Global Initiative

Established in 2005 as a project of the non-partisan William J. Clinton Foundation, the Clinton Global Initiative (CGI) convenes global leaders to devise and implement innovative solutions to some of the world's most pressing challenges. Since 2005, CGI Annual Meetings have brought together more than 100 current and former heads of state, 14 Nobel Peace Prize winners, hundreds of leading global CEOs, heads of foundations and major philanthropists, directors of the most effective nongovernmental organizations, and prominent members of the media. These CGI members have made more than 1,300 commitments valued at \$46 billion, which have already impacted more than 200 million lives in 150 countries. The CGI community also includes CGI U, which inspires college students and university officials to take action to solve problems on their campuses, in communities, and around the world. Learn more at www.clintonglobalinitiative.org.

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