

# MEDIA RELEASE

25 September 2008

## C'mon Kevin...let's go to 0.7

The *Kevin 0.7* (*Kevin point 7*) campaign calls on the Rudd Government to lift Australia's overseas aid level to 0.7% of gross national income by 2015 - the year when all countries, having 'spared no effort', will have achieved the Millennium Development Goals (MDGs) and halved extreme poverty.

Mr. Rudd has already promised to increase our aid to 0.5% by 2015. Whilst no one is dismissing this effort, Australia will remain in the bottom half of the table of donor nations as others such as the United Kingdom, Ireland, Belgium, France and Germany continue to increase their aid to 0.7% - the aid level required to reach the MDGs.

By adding one decimal point to the "Kevin07" election slogan the **Kevin0.7** campaign, conceived by a group of Sydney based uni students, has quickly gathered momentum.

On 25 September, the UN will convene a High Level Event on the Millennium Development Goals to assess progress since the goals were committed to in 2000 and to encourage bolder action to ensure the Goals are met.

"This event would be the perfect opportunity for Mr. Rudd to commit to the 0.7 target" says Fred Hersch, the **Kevin0.7** Campaign Director.

"Australian's value a fair go and are very generous private givers to overseas charities, so I'm confident they would support this increase" says Hersch.

Australians are encouraged to show their support for the **Kevin0.7** Campaign by visiting <http://www.kevinpoint7.com> and signing the petition.

Campaign partner and anti-poverty advocacy group, RESULTS Australia also took the campaign public wearing **Kevin0.7** T shirts in the recent City2Surf.

### CONTACT:

**Dr Michelle Nicholson**

Communications Director

0402 474 565

[Michelle.S.Nicholson@gmail.com](mailto:Michelle.S.Nicholson@gmail.com)

**Fred Hersch**

**Kevin0.7** Campaign Director

0413 625 425

[fred@kevinpoint7.com](mailto:fred@kevinpoint7.com)

**Maree Nutt**

**RESULTS Australia**, National Manager,

0404 808 849

[mnut@ozemail.com.au](mailto:mnut@ozemail.com.au)

