

**Press Release**

**FOR IMMEDIATE RELEASE**

[Date Press Release is Sent]

**CONTACT:** [Your name and school], Two Dollar Challenge [Your phone number and email]

[University Name] 2016 Global Two Dollar Challenge; Live on $2 a Day for five days

YOUR CITY, STATE (DATE) – Weren’t we the generation that was supposed to end global poverty? We were. But we won’t. Here’s why: When we take steps to end global poverty, we inject ourselves, our efforts, and our programs into a community’s on-going process of economic development. This process is *Complex, Long-term, Community Specific,* and (should be) *Locally Driven*. We, on the other hand, are *Imperfectly Informed*, *Culturally* and *Geographically Distant*, and engaged for a relatively *Short Duration*.

Given the realities of economic development and our limitations, it’s no wonder our efforts have fallen short. Do we still have role to play? YES**.** But, it may not look like the one we were conditioned to expect.

Here’s what we can do:

* We can get to know what we *do not* *know* about the economic lives of the poor.
* We can *unlearn* what we have learned about the end of global poverty.
* We can reconsider our role in the story of poverty’s end

We need to move from: Sympathy to Empathy, Hubris to Humility, and Conviction to Doubt.

The 2016 Global Two Dollar Challenge is a more mindful movement to end global poverty. Finding solutions that work will require radical new ways of thinking about the problem.  By asking participants to live on $2 a day, we hope to push them outside their comfort zone to critically engage with and empathetically reevaluate global poverty and their role in its end. We are not heroes. We can only be sidekicks. We will not end global poverty by living on $2 a day. But, we may end our Hero-complex.

“INSERT CATCHY QUOTE FROM STUDENT THAT EPITOMIZES WHAT THE

EVENT HOPES TO CAPTURE”—

The Two Dollar Challenge will take place from [Week] at [University].

INSERT ANY DETAILS RELEVANT TO YOUR CAMPUS OR PARTICIPATING STUDENT GROUP(S) HERE.