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Millennium Kids Backgrounder

MILLENNIUM KIDS is a World Heritage Project campaign that inspires, educates and mobilizes youth to make positive change by raising awareness of the need to achieve the Millennium Development Goals (MDGs) by the year 2015.

Inspired by Canada hosting the upcoming 2010 G8 Summit and a passion to empower the next generation, Director, Sara Hildebrand assembled a group of Canadian children who share their birth year with the birth of the Millennium Development Goals to ask the question: "Will we fulfill the MDGs we've committed to by the time I turn 15?" Their lives are a unique measuring stick for our progress.

Millennium Kids works to challenge and inspire us all to collaborate to meet these goals. Over the next five years, through social networking, school programs and events, the World Heritage Project will encourage youth around the globe to raise their voices to bring the change needed to achieve the Millennium Development Goals by 2015. Millennium Kids invites world-renowned artists, athletes and advocates to join hands with the Millennium Kids and youth of all ages to garner the attention of the world, sharing ideas for change through story, multi-media, music and drama.

A powerful anthem has been created for this project called '*Hold on to This World*' and performed by award-winning Canadian musician Jacob Moon with the Watoto Ugandan Children's Choir. This compelling anthem was written by Juno/Gemini/Emmy/Canne award-winning Canadian composer Brent Barkman and engineered by Russ Mackay. It is available for download at CDBaby.com.

For more information, to view the Millennium Kids' Public Service Announcements or to listen to the anthem, please visit www.millenniumkids.ca.