

MEDIA ADVISORY

Digital Alliance Foundation and Reach the Children to Announce Major Commitment at the Clinton Global Initiative 2007 Annual Meeting to Alleviate Human Suffering Through Technology Education

What: The Digital Alliance and Reach the Children will announce a significant global initiative to reduce the amount of human suffering, in particular with African children. Reach the Children provides comprehensive humanitarian services in HIV/AIDS prevention, basic education, health, micro-enterprise, orphan care, water & agriculture and community development. The Digital Alliance provides capacity building technology or ICT education to assist aid agencies to become more productive and cost effective. The CGI commitment will outline tangible steps these organizations will take to provide a multi-phased project involving a digital literacy training initiative in partnership with UNECA and UNESCO. The success of this program will not be measured in the number of teachers and students trained but the change in the quality of life that result from the training.

Where & When: **Clinton Global Initiative
2007 Annual Meeting**
Sheraton New York
Hotel and Towers
811 7th Avenue on 53rd Street
New York, NY 10019

September 26-29, 2007

Interview & Visual Opps:

- Onsite interview with Reach the Children President, Kevin Clawson • kevin@reachthechildren.org • 585.202.9764
- Offsite interview with Digital Alliance Foundation Executive Director, Quinn Sutton • qsutton@ictefa.org • 801.368.2274
- Digital library of project initiatives

About the Digital Alliance Foundation

The Digital Alliance Foundation is a non-profit, humanitarian organization dedicated to providing capacity-building, vocational ICT skills to marginalized populations, in-country aid organizations; NGO's and appropriate governmental agencies around the globe. Through collaboration with strategic partners in the private and public sectors with multinational organizations and individuals the Digital Alliance is in the unique position to make a meaningful and measurable difference and play an instrumental role in bridging the digital divide. www.ictefa.org

About Reach the Children

Reach the Children, Inc. is a not-for-profit organization that provides underprivileged children opportunities for self-reliance by strengthening families and communities. We accomplish this mission through a community development approach, incorporating elements from our areas of focus: AIDS Prevention, Education, Health, Micro-Enterprise, Orphan Care, and Water & Agriculture. We strive to empower the people of Africa, so they can build a brighter tomorrow. www.reachthechildren.org