



***888.COM IS HAVING A FUNDRAISING CAMPAIGN
TO SUPPORT
HUMANITARIAN PROJECTS WORLDWIDE***

“CHARITY DAY - 10th OCTOBER 2007”



As part of 888.com's 10th birthday celebrations 888.com aims to give something back to the community. On October 10 anyone can be part of 888.com's contribution to charity, simply by enjoying the games!

WHAT ARE THE OBJECTIVES OF THE CAMPAIGN?

The main targets of the Charity Day, will focus on Fundraising Campaign to support some of the difficulties faced by poor men, women and, children, living in rural areas and look at ways they can be supported as they work to change their own lives and those of their families.

Gender equality has been included in the targets of the Millennium Development Goals, which were established by the United Nations and international community in September 2000. The Goals include a commitment to halving the proportion of extremely poor people in the world by the year 2015, including those for lowering infant and child mortality, advancing universal primary education and the fighting HIV/AIDS.



WHO WILL BENEFIT?

The Charity Day on 10th October ,2007, will strengthen, support and assist the poor people through WFWO.

Efforts and resources need to be dramatically increased and more effectively allocated. Poor rural women, men and children, need to have better access to land, technology, markets and credit. Microfinance schemes have enabled many women and men, to start small income-generating activities, which improve life for the whole family.

Women also need to have greater influence in decisions that affect their lives, and they need better education and training. Lack of confidence reinforces poor women's inability to overcome their poverty and vulnerability.

YOU CAN HELP MAKE A DIFFERENCE !

All you have to do is just play!

The more members playing on October 10, the more contributions we'll make and the closer we'll get to our goal.

BE PART OF OUR DONATION BY PLAYING AT WWW.888.COM