

PRESS RELEASE

Peace One Day Concert To be headlined by 5-time GRAMMY Nominated Recording Artist Akon

Free Concert Promoting Non-Violence Expected to Attract more than 50,000

First Time Goma International Airport to Host a Major Public Event

Peace One Day will make history in 2014 by taking over Goma International Airport in the Democratic Republic of the Congo to launch a mass public celebration and concert headlined by five-time Grammy Award-nominated recording artist Akon. In an historic first, the airport will host this major event expected to unite more than 50,000 people at the venue to celebrate the hope for peace on Peace Day September 21.

This concert is being produced and directed by Peace One Day founder, Jeremy Gilley. He said today: "I am so grateful to President Kabila for allowing the Peace One Day Celebration 2014 to take place at Goma International Airport. There is no better location for our show. This will send a strong message to the world that there are positive stories taking place here. Akon's performance on this day will signal a new chapter of hope for a generation in the Democratic Republic of the Congo (DRC) and Great Lakes region. My sincere thanks to Howard G. Buffett for funding this show and to Martin Kobler of MONUSCO for reaching out to President Kabila to obtain clearance for us to hold the show at the airport. This will be a celebration to remember."

Akon's mass appeal across the region is expected to carry the message of Peace Day to millions via a multi-platform delivery across digital, mobile, radio and television broadcasts, linking Goma, the DRC and Great Lakes region with the rest of the world. Unifying the people of the DRC and Great Lakes on Peace Day is the primary objective of Peace One Day's campaign in the region, being made possible through a \$10 million donation from the Howard G. Buffett Foundation. The Akon concert, which is the public awareness hub of the campaign in 2014, is being produced by Jeremy Gilley and Peace One Day ambassador Jude Law.

On hearing the news that Goma International Airport has been secured for the concert, Akon said today, "I've performed at some incredible venues around the world, but nothing like this. The symbolism of having this concert at Goma International Airport, as a gateway to the rest of the world, is so powerful. It's an honour for me to be helping to share this message of hope with the concert audience and with millions around the world via TV, radio and other platforms."

Howard G. Buffett, Chairman and CEO of the Howard G. Buffett Foundation said, "Our foundation has invested a total of \$175 million in eastern DRC and Africa's Great Lakes region in the belief that people need better economic opportunities to achieve lasting peace. We are delighted that our \$10 million support for Peace One Day allows them to focus the next three years of their campaign on this region. This news of the airport becoming the venue for the Peace One Day 2014 concert is a massive boost to the public awareness aspect of this campaign."

Martin Kobler, Head of the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo (MONUSCO), said today, "I'm delighted that the Peace One Day celebration will be in Goma at the International Airport. Peace One Day can count on MONUSCO's full support to make this happen. I thank President Kabila to allow the use of the airport to host the Peace One Day Concert. It will be an unforgettable day for the people of Goma and the Region."

Peace One Day, founded by British filmmaker Jeremy Gilley, led the initiative fifteen (15) years ago to establish an annual day of global ceasefire and non-violence on 21 September - Peace Day. With analytics support from McKinsey & Company, Peace One Day believes that around half a billion people were aware of Peace Day in 2013, with around 8 million behaving more peacefully as a result of being involved in activities on the day. Peace One Day's target for 2014 is to reach 1.5 billion people with the message of Peace Day, and 3 billion people by Peace Day 2016.

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About Peace One Day

Founded in 1999 by filmmaker Jeremy Gilley, the non-profit organisation Peace One Day drove the initiative that led to the unanimous adoption by the United Nations member states of an annual day of global ceasefire and non-violence on 21 September – Peace Day.

Not only has Peace Day been proved to be a catalyst for broad-ranging civil society action by individuals and groups in every country of the world, but also for life-saving activities: notably, in 2007, Jeremy Gilley, his film crew and Peace One Day Ambassador Jude Law travelled to Afghanistan to help develop and document preparations for life-saving activities across the country for Peace Day. As a result of this work, since 2007, Peace Day agreements by all parties to conflict in the region have resulted in the immunisation against polio of 4.5 million children in areas hitherto unreachable or hard to reach due to conflict. The United Nations Department for Safety and Security, which monitors security related incidents, recorded a 70% reduction in violent incidents on Peace Day 2008 in Afghanistan. Since then, Peace One Day has launched a series of Peace Day coalitions and runs a number of campaigns to further awareness and engagement on Peace Day.

With the day well-established, Peace One Day's objective is to institutionalise Peace Day around the world, making it self-sustaining. A report supported by McKinsey & Company estimated that 280 million people were aware of Peace Day 2012, with approximately 5.6 million people behaving more peacefully as a result. With further support from McKinsey & Company, Peace One Day believes that around half a billion people were aware of Peace Day in 2013, with around 8 million behaving more peacefully as a result of being involved in activities on the day. Peace One Day's target for 2014 is to reach 1.5 billion people with the message of Peace Day, and 3 billion people by Peace Day 2016. Thanks to support from the Howard G. Buffett Foundation, over the next three years Peace One Day is focusing significant resources on the DRC and Great Lakes region of Africa.

For more information visit www.peaceoneday.org.