

NEW YORK, Sept. 24, 2013 /PRNewswire/ -- The Global Poverty Project (GPP), along with MLB Advanced Media, LP (MLBAM), today unveiled the broadcast partners for the 2013 Global Citizen Festival, presented in proud partnership with the Cotton On Foundation. Cable channels Palladia, Fuse, American Forces Network, Multishow/Globosat (Brazil) and Weekend Sunrise on the Seven Network (Australia) will simultaneously broadcast the charity music event live on their respective networks. Additionally, AOL, VEVO, Fuse.tv, The New York Times, Unite4Good.org, UN Web TV and GlobalFestival.com will provide multi-platform live streams of the event, which features performances by world-renowned artists Stevie Wonder, Kings of Leon, Alicia Keys and John Mayer, among others. Details on additional broadcast partners will be announced in advance of the event at www.globalfestival.com.

With an expansive and diverse breadth of distribution partners, this year's broadcast audience is expected to surpass last year's inaugural event where Global Citizen Festival became the largest syndicated charity music event ever with more than 15 million live viewers.

This free-ticketed event, which takes place on the Great Lawn of New York's iconic Central Park, will celebrate the achievements made toward ending extreme poverty, and provide world leaders with a clear and compelling mandate to accelerate progress on the issues of education, women's equality, global health, and global partnerships to help end extreme poverty by 2030. The 2013 Global Citizen Festival, in proud partnership with Cotton On Foundation, is produced by DPS in partnership with AEG/Goldenvoice, and is generously supported by global technology partner HP, as well as Kidnected World, The Pratt Foundation, FedEx, Coca-Cola, Citibank, The Color Run, and The Riot House. The Festival is only possible because of critical funding from the Sumner M. Redstone Foundation.

The 60,000 people in attendance at Central Park earn free tickets at www.globalfestival.com, where fans can take online "action" to earn their admission. By watching videos, signing petitions, sending emails to world leaders, etc., participants become active and learn about the four main themes behind this year's Festival: education, women's equality, global health, and global partnerships, which are key to helping to end extreme poverty.

MLBAM, New York's largest born and bred high tech company, will provide its industry-leading video infrastructure to the domestic and international distribution partners, providing high-definition live and on-demand video of the event. This cross-platform accessibility will unite their collective fans with the important message of taking action to end extreme poverty.

"Our distribution partners play a vital role in this movement to end extreme poverty," said Noah Garden

, executive vice president, revenue, MLBAM. "This year's partners are united in their service and support for the event, just as the millions of people who demonstrate their commitments through their viewership or attendance at Central Park."

For more information about the live and on-demand broadcast and streaming of the event, please visit www.globalfestival.com.

THE GLOBAL POVERTY PROJECT: Best known for the 2012 Global Citizen Festival in Central Park, NYC, and the Live Below the Line campaign, The Global Poverty Project is an international education and advocacy organization working to catalyze the movement to end extreme poverty. An Australian-grown project, The Global Poverty Project creates campaigns with the purpose of increasing the number and effectiveness of people taking action to end extreme poverty, with the vision of a world without extreme poverty, within a generation. For more information, visit www.globalpovertyproject.com.

ABOUT MLB ADVANCED MEDIA: Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLBAM also develops, deploys and distributes the highest-grossing sports app, At Bat, as well

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as manages live video content for dozens of clients. It captures, encodes and distributes tens of thousands of live video events annually, powering more live events on the Internet than any other property in the world.

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