



LIVE BELOW THE LINE

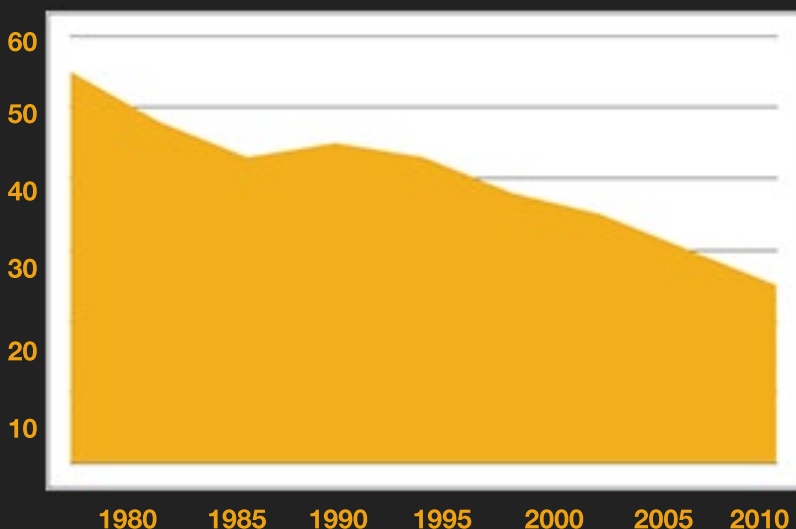
THERE ARE 1.4 BILLION REASONS YOU SHOULD JOIN US FROM APRIL 29TH TO MAY 3RD. HERE ARE 6:

- 1 **900 million** people go hungry every day
- 2 Malnutrition accounts for **2.6 million** child deaths per year
- 3 **60%** of the people living in extreme poverty are women
- 4 **98%** of those who are undernourished live in developing countries
- 5 **600 million fewer** people are living in extreme poverty today than in 1981.
- 6 You can make a difference for the **1.4 billion** still living below the line

WHY \$1.75?

In today's world, living in "extreme poverty" would be equivalent to living on less than a \$1.75 a day here in Canada. In 2012, 15, 000 people in Australia, the US, the UK and New Zealand lived below the line and raised \$3.5 million to end extreme poverty.

PERCENTAGE OF THE WORLD
POPULATION LIVING IN EXTREME POVERTY.



*data provided by The World Bank, <http://econ.worldbank.org/povcalnet>

WHAT CAN YOU

DO ABOUT IT?

Take the challenge, live below the line:

SPREAD
THE WORD

TWEET
@LBLCA

RAISE
FUNDS

REGISTER
ONLINE