



AN INTERNATIONAL GRASSROOTS MOVEMENT DEDICATED TO ENDING EXTREME GLOBAL POVERTY

For immediate release

(SEATTLE, WA – October 20th, 2009) - **Seattle family launches movement to fight extreme global poverty**

Eugene Cho, a local pastor and Executive Director of Q Café, and his wife, Minhee, along with their three children, are launching a non-profit organization today called One Day's Wages. One Day's Wages (ODW) is an international grassroots movement dedicated to ending extreme global poverty.

ODW exists to promote awareness, invite simple giving, and support sustainable relief through partnerships, especially with smaller organizations in developing regions. ODW believes that the collaboration of technology, social media, and human relationships is one way to invite people around the world to join in the fight against extreme global poverty, simply by donating 0.4% of their annual salaries, otherwise known as their One Day's Wages. ODW invests 100% of all public donations in grassroots organizations around the world that are already fighting extreme global poverty in alignment with the United Nation's Millennium Development Goals. Of his family's decision to donate their entire 2009 salary to help start the organization, Cho says:

"We want to communicate to people that they don't have to be a rock star, a millionaire, or on Hollywood's A-List to make an impact in the world. If everyone does their part, we can end extreme global poverty in our lifetime."

ODW is inviting both the Seattle and global community to join the movement in some of these practical ways:

1. Visiting <http://www.onedayswages.org> and donating their One Day's Wages.
2. Following One Day's Wages on twitter (<http://www.twitter.com/onedayswages>), joining the Facebook fan page (www.facebook.com/onedayswages), and spreading the word to family, friends, colleagues, and beyond.

To learn more about One Day's Wages, issues surrounding extreme global poverty, and how you can make a difference, please visit <http://www.onedayswages.org> .