

## Press Release



### Global Travel & Tourism industry unite to do MASSIVE GOOD

**Innovative travel-related fundraising initiative will help finance health care for the world's poor**

**Madrid, Sept. 23, 2009** – Leading representatives of the Global Travel and Tourism Industry joined today, for the first time ever, to declare their support for a new ambitious global health initiative, MASSIVEGOOD. The project was created by the Millennium Foundation for Innovative Finance for Health, and will allow travellers to give a 'micro-contribution' every time they purchase travel services, which will go towards fighting HIV/AIDS, malaria and tuberculosis in developing countries. The initiative has the potential to raise up to \$1 billion in additional funding for global health during its first four years of operation.

"We pledge, by supporting this initiative, to encourage our industry to help raise funds to treat the sick in the poorest of our world's countries," affirms the declaration signed by major travel industry representatives.

The announcement was made on the first day of the UN General Assembly, during a meeting of the Task Force for Innovative Finance for Health, spearheaded by UK Prime Minister Gordon Brown and World Bank President Robert Zoellick.

Jean-Claude Baumgarten, President and CEO of the World Travel & Tourism Council, representing the industry at the announcement, stated: "As the leaders of an industry that is central to the global economy, generating almost one out of every ten dollars spent in the world and employing 220 million workers, we recognize this responsibility."

Leading representatives of the global travel and tourism industry joined in signing a declaration of principles committing their support to the Millennium Foundation and the launch of MASSIVEGOOD. Signatories included the World Travel and Tourism Council; Amadeus, Sabre and Travelport, which represent the leading Global Distribution Systems (GDS), managing the world's airline reservation networks; leading online travel agent Opodo; American Express Business Travel and Carlson Wagonlit Travel, as travel management supporters; Voyageurs du Monde as a leisure travel agent supporter; Mondial Assistance as Call Center partner and the Global Business Coalition on HIV/Aids, Tuberculosis and Malaria..

The initiative, baptized today as MASSIVEGOOD, will seek to raise additional needed funding for the fight against HIV/AIDS, tuberculosis and malaria, through a WHO-hosted organization, UNITAID.

“The biggest crisis the world is facing is the glaring inequalities in access to health care between the rich and the poor,” Dr. Philippe Douste-Blazy, Chairman of the Millennium Foundation, United Nations Under-Secretary and Special Advisor for Innovative Finance for Development, stated.

“The Millennium Foundation has been privileged to have such supportive and active partners in this endeavor, without which the project could never have had such overwhelming success,” added Dr. Bernard Salomé, the Foundation’s Managing Director.

The technology solution for MassiveGood was developed by Amadeus, and can be integrated into all GDS systems and embedded in the regular booking system for airline tickets and other travel reservations. As a result, MASSIVEGOOD will make it easy for everyone who travels to make a small (\$2) micro-contribution through a simple click each time they book their reservation, whether online or through an agent.

This is the first major fundraising initiative launched by the Millennium Foundation, whose mission is to mobilize new sources of innovative funding to achieve the three health-related Millennium Development Goals agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

**FACTS:**

- Malaria kills 1 child every 30 seconds - \$2 can treat 2 children against malaria.
- Tuberculosis kills 1 person every 15 seconds - \$24 can cure 1 adult of TB.
- HIV/AIDS kills 1 person every 13 seconds – 40€ can treat 1 child for a year.
- Every 3 seconds, a child under the age of 5 dies in low-income countries.
- Every minute, a woman dies in pregnancy or childbirth.
- The travel and tourism industry’s different sectors (air, hotel, car rental and train) together account for 9.4% of the world’s GDP (about \$5,800 billion) and 8% of global employment (220 million jobs worldwide).

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**PRESS RELEASE ADDENDUM**

**SUPPORTING QUOTES FROM INDUSTRY PARTICIPANTS:**

### **Amadeus**

"Amadeus is proud to have initiated and developed the technology behind this exciting project. The result is an innovative financing solution that can be integrated into the world's travel distribution systems as well as any other purchasing system. The success of this initiative is dependent on a global movement and worldwide cooperation of the travel industry.

Supporting MassiveGood reflects our strategic approach in social responsibility to utilize our expertise and commercial network to drive development within communities that need it: **David Jones, President & CEO, Amadeus IT Group**

### **American Express**

"American Express Business Travel is proud to declare its support for MASSIVE GOOD by promoting their vision to raise the financing to fight the most threatening diseases within the world's most vulnerable populations." - **Charles Petruccelli, President, Global Travel Services, American Express.**

### **Carlson Wagonlit Travel**

"As a global player in the travel management arena, Carlson Wagonlit Travel is delighted to be participating in this important humanitarian effort. Every year, we handle tens of millions of transactions. By offering our clients the opportunity to contribute to MASSIVE GOOD, we are not only helping create awareness for this worthy cause but inviting them to make a significant difference." – **Douglas Anderson, President & CEO, Carlson Wagonlit Travel.**

### **Global Business Coalition**

"HIV/AIDS, TB and malaria are health issues on which the travel and tourism industry can have a tangible, significant, life-saving impact," said John Tedstrom, President and CEO of the Global Business Coalition on HIV/AIDS, TB and Malaria. "The industry's customers comprise a huge audience – and projects like MASSIVE GOOD provide an effective way for companies to finance disease eradication by making corporate citizenship a part of routine customer interactions." – **John Tedstrom, President and CEO, Global Business Coalition.**

### **Millennium Foundation**

"The Millennium Foundation has worked diligently to make this project a reality for over a year. Health is a global issue. This movement will help people to understand that, and that they can help by making a small effort that has a big effect. Our partners recognize this and are vital to this success. We are excited about forging new partnerships with other industry actors, with whom we are already to turn this declaration into action." – **Bernard Salomé, Managing Director, Millennium Foundation.**

"Mondial Assistance is very proud to partner with MASSIVE GOOD and to bring a tangible contribution to such a universal cause. We believe this partnership is a perfect demonstration of our group's mission and dedication to help people, anytime, anywhere." – **Jon Ansell, Member of Mondial Assistance's Executive Committee.**

### **Sabre Travel Network**

"When Millennium Foundation first approached Sabre about this initiative, we jumped at the opportunity to support it. This is one of those unique opportunities where you unite as a travel industry to help tackle the challenges faced by those in developing countries. With more than 40% of the world's travel agencies using Sabre, we feel confident that we can make a positive contribution to Massive Good, and encourage travelers to support this when launched. This initiative supports our other Corporate Social Responsibility activities and we sincerely believe it will bring meaningful change to the global communities we live in." – **Sam Gilliland, CEO & Chairman , Sabre Holdings**

### **Travelport**

"Travelport is honored to be part of this ground-breaking initiative – one that unites the travel community in a mission to drive change where it is so desperately needed. We are taking social responsibility to a new level by harnessing the power of global organizations and single individuals behind a common cause. Every contribution to this ambitious project, no matter how small, will make a crucial difference for millions of people by expanding and improving health care in our world's most impoverished countries." – **Jeff Clarke, President & CEO, Travelport.**

### **Voyageurs du Monde**

"Voyageurs du Monde is the specialist in custom travel for individuals in France. We actively support sustainable development in all aspects (environment, social, and improving conditions in developing countries), which is part of our company values. Voyageurs du Monde has supported UNITAID since its beginning, as well as all innovative financing initiatives." – **Jean-Francois Rial, President and CEO, Voyageurs du Monde.**

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### **About Amadeus**

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travellers). Solutions are grouped in four solution categories – Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 71 local Amadeus Commercial Organisations covering 219 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,600

employees worldwide, representing 105 nationalities. More information is available at: [www.amadeus.com](http://www.amadeus.com).

### **About Millennium Foundation**

The Millennium Foundation for Innovative Finance for Health ("Millennium Foundation") is a Swiss not-for-profit organization created in 2008 whose mission is to create a sustainable source of needed additional funding to achieve the three health-related Millennium Development Goals agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health. To achieve its mission, the Millennium Foundation aims to inspire and empower citizens to join a global movement of solidarity dedicated to reducing the glaring inequalities in access to health care between the rich and poor. The initial focus is the creation of MASSIVE GOOD, an innovative fundraising solution that makes it easy for all those who travel to make micro-contributions aimed at saving lives by fighting life-threatening diseases among the world's most vulnerable populations. For additional information, visit: <http://www.millennium-foundation.org>.

### **About Mondial Assistance**

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

### **About Sabre Travel Network**

Sabre Travel Network, a Sabre Holdings(R) company, provides the most comprehensive end-to-end solutions for corporate and leisure travel. The Sabre(R) GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 55,000 travel agency locations. Currently, Sabre collectively handles over 70 percent of the BTN 100 bookings.

Key brands of Sabre Travel Network include GetThere(R), for corporate travel reservation technology; Nexion(R), a host agency; SynXis(R), for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry, TRAMS(R), mid- and back-office solutions and marketing services for travel agencies; and TRAMS ClientBase Marketing Services, a marketing promotions services for leisure travel agencies.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.

### **About Travelport**

Travelport is one of the world's largest travel conglomerates offering broad based business services to companies operating in the global travel industry. Travelport is comprised of the global distribution system (GDS) business that includes the Worldspan and Galileo

brands; GTA, a leading global, multi-channel provider of hotel and ground services; IT Services and Software, which hosts mission critical applications and provides business and data analysis solutions for major airlines. With 2008 revenues of \$2.5 billion, Travelport operates in 160 countries and has over 5,500 employees.

Travelport also owns approximately 48% of Orbitz Worldwide (NYSE: OWW), a leading global online travel company. Travelport is a private company owned by The Blackstone Group, One Equity Partners, Technology Crossover Ventures and Travelport management.

## About UNITAID

Established in 2006 under the auspices of the United Nations, UNITAID is an innovative finance mechanism that operates an international drug purchase facility aimed at lowering the price and accelerating the availability of high quality drugs and diagnostics to patients in need. With initial backing of the governments of France, Brazil, Chile, Norway and the United Kingdom, UNITAID is currently supported by 29 countries through a national levy on airline tickets or direct governmental contributions. UNITAID receives over 70% of its funding from a tax on airline tickets, which is currently implemented in seven countries. Through these sources, UNITAID expects to raise \$370 million annually by the end of 2009. Visit [www.unitaid.eu](http://www.unitaid.eu) for more information.

## About World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing approximately 220 million people and generating over 9.4 per cent of world GDP.

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## Contact details

<p><b>Amadeus</b></p> <p>Corporate Communication tel: +34 91 582 0160 fax : +34 91 582 0188 e-mail : <a href="mailto:mediarelations@amadeus.com">mediarelations@amadeus.com</a></p>	<p><b>Millennium Foundation</b></p> <p>Jienna Foster Millennium Foundation Mobile +41 (78) 933 18 84 E-mail: <a href="mailto:jienna.foster@millennium-foundation.org">jienna.foster@millennium-foundation.org</a></p>	<p><b>Fleishman-Hillard</b></p> <p>Laura Russo / Claire Behar Phone: 212-453-2048 / 212-453-2122 E-mail: <a href="mailto:laura.russo@fleishman.com">laura.russo@fleishman.com</a> / <a href="mailto:claire.behar@fleishman.com">claire.behar@fleishman.com</a></p>
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