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For Immediate Release

Our Day to End Poverty
24 Ways You Can Make a Difference
By Shannon Daley-Harris and Jeffrey Keenan
with Karen Speerstra

It was big news late last year when Mohammed Yunus won the Nobel Peace Prize for his efforts to end poverty through the use of micro-loans—sometimes smaller than \$100—in South Asian and African communities. Yunus' Grameen Bank showed that even seemingly small gestures could have a huge impact.

Shannon Daley-Harris and Jeffrey Keenan make the case that this is just as true for individuals as it is for big institutions. Ending poverty can begin with small actions taken throughout the course of an average day.

In their new book ***Our Day to End Poverty: 24 Ways You Can Make a Difference*** the authors invite us all to look at our very ordinary days, from waking up in the morning to going to bed in the evening, as a template to help us think about combating poverty in new, small, and inventive ways.

They divide the book into 24 chapters—paralleling the 24 hours in one day—and challenge us all with an immense diversity of actions that we can take to really help eradicate poverty. Each chapter links a different action we take during the day to a particular aspect of poverty. Like our day, the book begins with breakfast, offering a host of actions—some simple, some more involved—that we can take to alleviate world hunger, along with information on hunger relief organizations and resources. Many of us take our children to school, so that chapter shows what we can do to make education available to all. In this way, each chapter examines a different aspect of ending poverty—providing health care to all children, ending chronic debt, expanding literacy, and much more. In addition to suggestions for actions, every chapter has a helpful resource guide, listing anti-poverty groups and their websites. The authors show how to use all the information provided, and they provide heartwarming real examples in each chapter.

Think of ***Our Day to End Poverty*** as a daily organizer to help you make a difference. Whether it's planning for lunch or reading before bed, you will discover connections between your day and the daily lives of people all around the world. As Anne Frank wrote during the Holocaust, "How wonderful it is that nobody need wait a single moment before starting to improve the world." Let's get started. It is our day to end poverty.

More...

*“As we go about our busy daily lives, **Our Day to End Poverty** challenges readers to see just how many ways we can find to make a difference. With hundreds of action suggestions, this valuable resource reminds us how small steps can add up to help solve some of the world’s most difficult problems.”*

—Marian Wright Edelman, President, Children's Defense Fund

Jeffrey Keenan is strategic initiatives manager at Adobe Systems and actively volunteers in his community.

Shannon Daley-Harris is a freelance writer, editor, and consultant who has worked with the Children’s Defense Fund, the Robert Wood Johnson Foundation, and the National Council of Churches.

Karen Speerstra is president of Sophia Serve, a coaching service for writers and publishers.

BK Currents titles advance social and economic justice by exploring the critical intersections between business and society. Offering a unique combination of thoughtful analysis and progressive alternatives, BK Currents titles promote positive change at the national and global levels.

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