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****MEDIA ADVISORY****
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Thousands to Mobilise across the Global South to Draw a Red Line on Billionaire Rule Ahead of World Economic Forum

Mobilisations to take place in close to 50 cities across Africa, Asia and Latin America to demonstrate the power of the 99% to demand an end to spiralling inequality.

As global elites prepare to convene at the World Economic Forum in Davos, the Fight Inequality Alliance (FIA) is spearheading a powerful international mobilisation against surging billionaire power and wealth.

The world's richest 1% wield unaccountable power, influencing politics, hoarding wealth, and undermining democracy while millions struggle to meet their basic needs, die in conflicts, and lose their homes to climate disasters. The World Economic Forum is **a powerful symbol of this broken system**. Coinciding with the inauguration of billionaire President Donald Trump, this year's gathering in Davos raises even more critical questions about democracy, inequality, and the unchecked influence of the super-rich.

The 18 January mobilisations take place as people across the world suffer a cost-of-living crisis, with 5 billion people poorer now than they were in 2020. Around the world, 3.3 billion people now live in countries **that [spend more on interest payments on debt](#) than they do on education or health**. Governments have sought to [raise revenue by hiking taxes](#) on the working class, leading to protests in places like Angola, Bangladesh, France, India, Kenya and Pakistan.

The 18 January actions will see **people gathering in almost 50 cities** across the Global South—from Delhi to Mexico City to Lagos to Lahore to Harare—all to demand that leaders adopt the solutions needed by the 99%—including taxes on the super rich, investment in public services, funds for climate action, and an end to crony capitalism.

<p>WHAT:</p>	<p>Planned demonstrations for January 18 will take place in the 13 countries and 46 cities across Africa, Asia and Latin America (see full list below). In these cities, FIA alliances will create physical red lines in iconic locations, symbolising a rejection of billionaire control and solidarity with the 99%. National assemblies of 1,000+ participants will also gather in each city to present an alternative vision of justice and equality for people and the planet.</p> <p>FIA voices are available to speak about the significance of these coordinated protests and share visuals with the media.</p> <p>FIA experts are also available to comment on the upcoming (embargoed) Oxfam Global Inequality Report, to be released on 20 January.</p>
<p>WHO:</p>	<p>FIA leaders are available for interviews ahead of and during WEF.</p> <p>Jenny Ricks, General Secretary, Fight Inequality Alliance. <i>A seasoned campaigner, Jenny Ricks can comment further on the urgency of the movement against the excessive concentration of wealth and power in the hands of a small elite. (Time Zone: CAT; Location: Johannesburg)</i></p> <p>Andrew Karamagi, Principal Political Advisor, Fight Inequality Alliance. <i>A community organiser, lawyer, and scholar covering Eastern and Southern Africa, Andrew can speak about the importance of movement on the continent and its connection to public policy. (Time Zone: EAT, Location: Nairobi)</i></p>
<p>WHERE:</p>	<p>Burkina Faso: Ouagadougou; Côte d'Ivoire (Ivory Coast): Zouhan-hounien; Ecuador: Guayaquil, Quito, Esmeraldas; Eswatini: Manzini, Lubombo, Shiselweni, Hhohho; India: Delhi; Indonesia: Jakarta; Kenya: Kiambu County; Mexico: Mexico City, Jalisco, Aguascalientes; Nepal: Kathmandu; Nigeria: Lagos; Pakistan: Mardan (KP Province), Shikarpur (Sindh Province), Larkana (Sindh Province), Multan (Punjab Province), Chistiyan (Punjab Province), Toba Tex Singh (Punjab Province), Gujranwala (Punjab Province), Faisalabad (Punjab Province), Jhang (Punjab Province), Rajanpur (Punjab Province), Arifwala (Punjab Province), Qilla Abdullah (Balochistan Province), Sahiwal (Punjab Province), Hunza (Gilgit-Baltistan, Federal Territory), Nakial (Azad Kashmir), Islamabad (Capital Territory), Lahore (Punjab Province), Quetta (Balochistan Province), Hyderabad; Zambia: Chipata, Lusaka, Livingstone, Mongu, and Mansa; Zimbabwe: Harare, Masvingo, Gweru, Mutare, Bulawayo</p> <p>For further information, visit https://fightinequality.org/</p>
<p>FOR MORE INFORMATION:</p>	<p>Media are invited to attend these events and reach out for expert commentary and perspectives. To arrange an interview, please contact media@fightinequality.org.</p>

	<p>Follow the FIA social media accounts for more updates:</p> <p>Facebook</p> <p>X</p> <p>Instagram</p> <p>TikTok</p>
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About Fight Inequality Alliance

The Fight Inequality Alliance (FIA) is a growing global movement of people, organizations, and social movements on the frontlines of inequality united in the struggle to address inequality in all its forms. Together, we envision a world where power and wealth are redistributed to create a just, equal, and sustainable society. To know more visit www.fightinequality.org.