

For more information, please contact:

(ADD LOCAL COMMUNICATIONS CONTACT IN COUNTRY)

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**\*\*MEDIA INVITATION\*\***

**18 January 2025**

**ADD SPECIFIC LOCATION AND TIME OF PROTEST**

**Over (INSERT NUMBER) People to Gather in (INSERT CITY) to Draw a Red Line on Billionaire Rule, Inequality 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 (INSERT CITY) Chapter of Fight Inequality Alliance (FIA) is part of a powerful international mobilisation against surging billionaire power and wealth.

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](https://unctad.org/publication/world-of-debt) **than they do on education or health**. Governments have sought to [raise revenue by hiking taxes](https://www.hrw.org/news/2024/08/27/protesters-around-world-are-targeting-inequality-governments-must-listen) 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.

| WHAT: | Planned demonstrations for January 18 in (INSERT CITY) will include:   * **Physical red lines in iconic locations (INSERT SPECIFICS IF POSSIBLE)**, symbolising a rejection of billionaire control and solidarity with the 99%. * National assemblies of 1,000+ participants will also gather to present an alternative vision of justice and equality for people and the planet.   FIA voices in (INSERT CITY) are available to speak about the significance of these coordinated protests and share visuals with the media. |
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| WHO: | Local FIA leaders are available for interviews. REPLACE THESE WITH LOCAL VOICES/EXPERTS [Jenny Ricks](https://www.fightinequality.org/staff-team/jenny-ricks), General Secretary, Fight Inequality Alliance*. 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)*    [Andrew Karamagi](https://fightinequality.org/staff-team/andrew-karamagi), Principal Political Advisor, Fight Inequality Alliance. *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)* |
| WHERE: | INSERT EXACT LOCATION OF GATHERING.  For further information, visit <https://fightinequality.org/> |
| FOR MORE INFORMATION: | Media are invited to attend these events and reach out for expert commentary and perspectives. To arrange an interview or request any visuals, please contact XXX  Follow the FIA social media accounts for more updates: (REPLACE WITH LOCAL SOCIAL CHANNELS IF RELEVANT)  [Facebook](https://www.facebook.com/fightinequalityalliance)  [X](https://x.com/FightInequality)  [Instagram](https://www.instagram.com/fightinequality/)  [TikTok](https://www.tiktok.com/@fightinequality) |

#### **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](http://www.fightinequality.org/).

ADD LOCAL BOILERPLATE IF AVAILABLE