



Saturday  
OCTOBER 4th  
TRAFALGAR SQUARE

**Come join the Campaign to End Child Poverty in central London on Saturday 4th October at Keep the Promise – the UK's biggest ever event to end child poverty.**

Taking part is easy –we've put together this guide to help you get ready to make the most of the day.

## Together we can make a difference!

Before the 2009 Budget it is vital that pressure is kept on the Government to keep their promise and end child poverty. That's why we're organising the Keep the Promise rally. We want to show the Government that child poverty is important to the people of the UK, so we need you and as many people as you can bring to come along and join in the call to end child poverty.

### Ready, Steady go!

Many campaigners are making their own travel arrangements; see our website for the guide about booking transport.

Use every opportunity to encourage friends, neighbours and colleagues to come with you. Why not book a coach from your town? Publicise it with local groups, places of worship and local press. See our resources page for the campaign toolkit, flyers and posters.

Keep The Promise is a family friendly event. If you're bringing young or disabled children there's a guide on our website with tips on how best to make the most of their day.

See our website for this and many other useful resources.

### Spread The word!

Tell all of your friends that you're coming and ask them to come too, and tell their friends.

You can do this by email directly from our site when you sign up to come to the event, or wherever else you are in touch with them. If you have a profile on Bebo, MySpace or Facebook, update your status to say that you are coming to Keep the Promise.

Join the End Child Poverty Group on Facebook for updates, send invites to your friends to join too and tell people you're attending the Keep the Promise event when you join the group.



# What will Be happening?

The day will be family friendly, fun and safe so bring along as many children and adults as you can.



## Start

We will assemble at Millbank, near Lambeth Bridge from 11.30am. The march will start at 12.30. If you are coming as part of an organisation, you will have a chance to meet others and get placards, t-shirts and other materials.

## March

Campaigners will march along a route from Millbank to Trafalgar Square (see map). If you're coming with young children or disabled people and require a shorter march route please email [info@edcm.org.uk](mailto:info@edcm.org.uk)

We will be making as much noise as we can along the way but do bear in mind that for this part of the day we are not allowed to use anything amplified so please don't use objects with loud speakers whilst walking, save this for the mass moment in Trafalgar square!

## Rally

There will be activity in Trafalgar square from 1pm, and the rally will begin when the march arrives at 2pm with family fun and speakers.

## Listen Up, Downing Street!

We're aiming for one mass 'moment' at 2.30pm where you'll be asked to join in and make as much noise as possible so that the Government hears your demand for a better future for all our children and the strength of the call to End Child Poverty. This is the perfect opportunity to use your homemade noisemakers!

## End

At 3pm the event will formally close but there'll be stalls and activities in Trafalgar Square until 4pm.

## Top Tips

- \* **Tell us you're coming** - Please register via [www.endchildpoverty.org.uk/promise](http://www.endchildpoverty.org.uk/promise) so we can send you any further information about the day and know how many supporters to expect.
- \* **Use organised coaches and public transport.** Please don't drive.
- \* If you are bringing children, **please make sure they have your mobile number** or other contact details with them – perhaps on a card in their pocket or even a phone number written in pen on their arm!
- \* Remember to bring your route map, travel guide, tickets and any money you need for travelling.
- \* Bring something to make a noise to get involved in our mass moment, or download and make one of our noisemakers from our website.
- \* **Make your presence known by bringing a banner or placard.** There are samples on our website that you might wish to use to get ideas for what you'd like to say on the day. Be creative!
- \* **Do not bring alcohol.**
- \* The march will take you through central London and will end at Trafalgar Square, so there will be plenty of places to purchase food and drink in the surrounding area, but you may want to bring food and drink with you.

[www.endchildpoverty.org.uk/promise](http://www.endchildpoverty.org.uk/promise)