

26 million vaccine doses mobilised through Global Citizen's Vax Live: The Concert to Reunite The World

Issued by [OnPoint PR](#)

11 May 2021

International advocacy organization [Global Citizen](#) announced that the Vax Live: The Concert to Reunite the World campaign helped mobilise over 26 million Covid-19 vaccine doses and \$302m to the ACT-Accelerator to provide equitable access to Covid-19 vaccines, tests, treatments and other medical tools to the world's most marginalised communities and healthcare workers on the frontlines.

Vax Live was taped at SoFi Stadium for a Covid-19-compliant audience composed of fully-vaccinated frontline healthcare and essential workers, and is the first large-scale music event held at the stadium. The goal of the Vax Live campaign was to ensure everyone, everywhere has access to Covid-19 vaccines and inspire vaccine confidence worldwide.

Selena Gomez served as host of the special and **Prince Harry and Meghan, The Duke and Duchess of Sussex**, served as campaign chairs. Performers included **Jennifer Lopez, Eddie Vedder, Foo Fighters, J Balvin** and **H.E.R.** Special appearances were made by **US President Biden, First Lady Dr Biden and Vice President Harris** along with **Ben Affleck, Chrissy Teigen, David Letterman, Gayle King, Jimmy Kimmel, Nomzamo Mbatha, Olivia Munn** and **Sean Penn**.

The Vax Live campaign called on governments to begin sharing vaccine doses immediately, and for pharmaceutical companies such as Moderna, to urgently provide millions of doses to the poorest nations at cost pricing. And to help ensure equitable access to the vaccine, Global Citizen and its partners led a coordinated drive across the private sector to raise critical funds - 'dollars for doses' - for the vaccine-sharing program CoVax AMC.

Vax Live: [The Concert to Reunite the World](#) received messages of support and commitments from His Holiness **Pope Francis**, President of the United States **Joe Biden** and First Lady **Jill Biden**, Vice-President of the United States **Kamala Harris**, President of France **Emmanuel Macron**, Prime Minister of Canada **Justin Trudeau**, as well as Prime Minister Plenković of Croatia **Andrej Plenković**, New Zealand Prime Minister **Jacinda Ardern**, Spanish Prime Minister **Pedro Sánchez**, Italian Prime Minister **Mario Draghi** and European Commission President **Ursula von der Leyen**, Prime Minister of Norway **Erna Solberg**, UAE Minister of State for International Cooperation Her Excellency **Reem al Hashimy** and Minister of Health of Portugal **Marta Temido**.



Nomzamo Mbatha

Commitments announced through the course of the Vax Live campaign and special included:

Government commitments

- Canada: CA\$375m [\$299.2m] towards the ACT-Accelerator for Covid-19 vaccines, tests and treatments to support countries in need.

- Norway: will share all of its surplus doses, an additional 4.5 million doses on top of the 700,000 doses it has already committed. This translates to one dose being shared for every Norwegian citizen.
- Spain: will donate 7.5 million Covid-19 vaccine doses for the Latin American and Caribbean region.
- The UAE: will donate one million Covid-19 vaccine doses and support the delivery of 25 million doses.
- New Zealand: will share an additional 200,000 Covid-19 vaccine doses for a total of 1.2 million for the South Pacific region.
- Croatia pledged €500,000 [\$600,000] to CoVax and will start donating 50,000 doses before the end of June.
- Portugal will bring forward the delivery of its commitment to provide one million doses to Portuguese-speaking countries to begin in June 2021.
- Italy expressed its intentions to make a substantial new pledge to CoVax soon. Italy will also use its G20 presidency to boost global manufacturing capacity.

Philanthropic and private sector commitments

Philanthropic and corporate commitments raised \$39.6m for CoVax, which was matched by Gavi for an additional \$23.6m, resulting in a total of \$63.3m, enough to acquire 12.66 million vaccines. Combined with government pledges this amounts to over 26 million vaccine doses to those most in need.

Specific commitments made toward the CoVax AMC for procurement of vaccines:

- **Mastercard** will be contributing \$25m
- **Cisco** will be contributing \$5m
- **Procter & Gamble** will be contributing \$5m
- **The Analog Devices Foundation** will be contributing \$1m
- **Seadream Family Foundation** will be contributing \$1m
- **Stanley Black & Decker** will be contributing \$1m
- **Coca-Cola Foundation** will be contributing \$500,000
- **Spotify** will be contributing \$500,000
- **Alight Solutions** will be contributing \$250,000
- **Centene Charitable Foundation** will be contributing \$250,000
- **BlackBerry** will be contributing \$160,000

Commitments made toward the WHO Covid-19 Solidarity Fund for medical tools and supplies included:

- **Accenture** will be contributing \$1m
- **Terumo** will be contributing \$1m
- **Spotify** will be contributing \$500,000

Overall, **\$65.8m** has been mobilised through Vax Live by philanthropists, the private sector and the Gavi matching mechanism in commitments to vaccine procurement, medical tools and supplies.

“We have been overwhelmed by the support for Vax Live, from governments, philanthropists, the private sector, our campaign chairs and Global Citizens from across the world, who have joined forces to mobilise critical Covid-19 vaccines where they are needed urgently,” said **Hugh Evans, CEO of Global Citizen**. “But more needs to be done especially from G7 nations that have yet to commit to sharing any doses. The UK alone will have 113 million surplus doses. We need to continue our efforts to urge the chair of the G7, Boris Johnson, the rest of the G7 and G20 nations, and vaccine manufacturers to share additional doses urgently to help ensure equitable vaccine access globally.”

Vax Live: The Concert to Reunite the World aired on **SABC3** in South Africa, **Canal+** and **MultiChoice 1 Magic** across Africa, **in the USA on ABC, ABC News Live, CBS, Fox** and streamed on **YouTube, iHeartMedia** broadcast radio stations and the **iHeartRadio App**. Vax Live also aired on **AXS TV, Albavision** across Latin America, **Multishow from Globo Group** in Brazil, **Caracol TV** in Colombia, **Azteca Uno** in Mexico, **Sky** in the UK, **Network 10** in Australia, **CSTAR (Canal + Group)** in France, the **Viacom 18** network across India and South Asia and **Insight TV** globally. As the exclusive

global streaming partner, **YouTube** also streamed an extended version of Vax Live on the [Global Citizen channel](#) for a full run-time of 90 minutes.

Global Citizen also announced commitments from longtime partner of Global Citizen, Live Nation, along with the NBA, WNBA, NFL, MLS, NHL, WWE, Formula 1, Nascar and MLB to commit tickets to some of the most amazing live events of the coming year! These leagues have been working together to follow enhanced Covid-19 guidelines to ensure that audience members can once again enjoy live events safely. The announcement was made public during the broadcast by **Ben Affleck and Jimmy Kimmel**, and viewers can secure tickets by visiting globalcitizen.org/reunite.

Vax Live has also received support from in-kind supporters, including: **Ads4Change, Bandsintown, Boo! Media, Boom Broadcast, Damon Peirson, Enhance Outdoor, Elev8 Media, Entertainment Industry Foundation, iKahan Media, Interstate Outdoor, JCDecaux, JCDecaux Nigeria, Mass Media, Narcity Media, New Tradition, New York Times, Ocean London, Outfront Media, Penske Media, Seen Media Group, Van Wagner, Vector Media and XP Digital.**

Vax Live: The Concert to Reunite the World was part of Global Citizen's overall 2021 [Recovery Plan for the World](#), a year-long campaign and series of events that aims to help end Covid-19 for all, end the hunger crisis, resume learning everywhere, protect the planet and advance equity for all.

For more information about **Vax Live: The Concert to Reunite the World**, visit globalcitizen.org/vaxlive and follow @gblctzn on Instagram, Twitter, Facebook and YouTube.

About Global Citizen:

Global Citizen is the world's largest movement of action takers and impact makers dedicated to ending extreme poverty by 2030. With over 10 million monthly advocates, our voices have the power to drive lasting change around sustainability, equality and humanity. We post, tweet, message, vote, sign and call to inspire those who can make things happen to act — government leaders, businesses, philanthropists, artists and citizens — together improving lives. By downloading our app, Global Citizens learn about the systemic causes of extreme poverty, take action on those issues and earn rewards with tickets to concerts, events and experiences all over the world. To date, the actions of our community, along with high-level advocacy efforts and work with partners, has resulted in commitments and policy announcements from leaders valued at \$48.4bn, affecting the lives of more than 880 million people. During last year's Global Citizen hosted campaigns, One World: Together at Home and Global Goal: Unite for Our Future, we mobilized over \$1.5bn in cash grants, with over \$1.1bn being already disbursed. For more information, visit GlobalCitizen.org

- **Former Miss Soweto Tsakane Sono, unveils home renovation project at Ellen Glen Home in partnership with CTM** 30 May 2024
- **Absa partners with the Karkloof Country Club in a new 3-year agreement to support the community** 7 May 2024
- **A feast for vegans At Panarottis** 26 Apr 2024
- **Sorbet in collaboration with Depilève unveil exciting revolutionary service offering of the V-Facial treatment!** 25 Apr 2024
- **Fluence Africa Influencer Festival electrifies Johannesburg with unprecedented buzz** 25 Apr 2024

OnPoint PR



OnPoint PR is a 21st Century PR Company. We have extensive experience in Public Relations, Media Relations, High Level Marketing, Celebrity Relations, Event Marketing, Media Production, Journalism and Social Media Practice.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>