



United Nations
International Strategy for Disaster Reduction
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MEDIA ADVISORY

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Bonn, Germany – The United Nations International Strategy for Disaster Reduction (UNISDR), together with its partners, is launching its new campaign for 2010-2011 – **Making Cities Resilient: My City is Getting Ready** – at Resilient Cities 2010: The First World Congress on Cities and Adaptation to Climate Change, hosted by ICLEI-Local Governments for Sustainability, in Bonn from 28-30 May 2010.

Natural hazards, such as earthquakes, floods, volcanoes and droughts, as well as the impacts of climate change on health and livelihoods, continue to affect cities and communities throughout the world. Investing in disaster risk reduction measures will help reduce urban risks. The new two-year campaign urges city leaders and local governments to commit to the *Ten Essentials for Making Cities Resilient*.

Leaders from six cities – Bonn, Germany; Mexico, City, Mexico; Saint Louis, Senegal; Karlstad, Sweden; Larreynaga-Malpaisillo, Nicaragua; and Albay, the Philippines – will be the first to sign up to the *Ten Essentials* during a launching event on Sunday, 30 May 2010.

Media are invited to the launch and to a photo session following the event.

Date: 30 May 2010

Time: 17.30-18.00

Venue: Plenary Hall, Gustav-Stresemann Institute, Bonn, Germany

Speakers:

- Margareta Wahlström, UN Special Representative of the Secretary-General for Disaster Risk Reduction
- Marcelo, Ebrard, Mayor of Mexico City
- Cheikh Mamadou Abiboulaye Dieye, Mayor of Saint Louis, Senegal
- Jürgen Nimptsch, Mayor of Bonn, Germany
- Enrique Gomez, Mayor of Larreynaja Malpaisillo, Nicaragua
- Ake Pettersson Frykberg, Vice Mayor of Karlstad, Sweden
- Joey Sarte Salceda, Provincial Governor of Albay, the Philippines

Interviews are available upon request.

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