

Media Release For Immediate Release

International Hip-Hop Artist, Crisis Mr. Swagger, Signs Up as Ambassador of Global Goals Australia

Grammy-recognised international hip-hop artist, Crisis Mr. Swagger, has announced his newly appointed role as an ambassador of the Global Goals Australia Campaign. The entertainer, originally from Zambia, has been living in Australia for the past few years and sees a lot of potential for Australia's engagement in the 17 Global Goals for Sustainable Development, to which the federal government committed at the United Nations General Assembly in September last year.

"I believe each of the Global Goals are important, but I am especially passionate about Goal 1: the eradication of poverty. Growing up in Africa, I have seen extreme poverty, and I have also seen relative poverty throughout Western countries. Poverty affects people in so many ways, and I am humbled to be a part of the team working to eradicate it," Crisis Mr. Swagger said.

When asked how he envisions the world by 2030, Crisis Mr. Swagger detailed a world of an information revolution. "The most important thing is to empower people by giving them access to information. Information leads to knowledge, and knowledge leads to power," he explained.

"Crisis Mr. Swagger has shown incredible dedication to and passion for the Global Goals. He is committed to giving back to the world," Global Goals Australia CEO, Caterina Sullivan, said.

Ms Sullivan interviewed the hip-hop artist at the Akara Hotel in Perth about his journey and why he is passionate about the Global Goals. The interview is available for viewing on the Global Goals Australia YouTube Channel.

Crisis Mr. Swagger is a Grammy-recognised hip-hop artist who has performed all over the world alongside such names as Akon, Sean Paul and E-40. He has an upcoming performance at the Rosemount Hotel in Perth on May 26th.

