



THE PRESIDENT
OF THE
GENERAL ASSEMBLY

19 July 2019

Excellency,

I have the honour to inform you that the Office of the President of the General Assembly (OPGA) will begin an "SDG Acceleration Hub" social media campaign three weeks in advance of the SDG Summit to promote the event and further encourage engagement and participation. In the spirit of collective action and stressing the need for global solutions to address global challenges, we are seeking your participation in the campaign by sharing brief quotes from Heads of State and Government, expressing their views on the importance of Member State participation at the SDG Summit, as well as previewing any significant voluntary acceleration commitments or initiatives that are being undertaken.

These quotes will be accompanied by a portrait photo and will be presented in the form of Social Media cards. These will be shared on the OPGA Twitter account (@UN_PGA), and cross-promoted on the UN Global Goals Twitter account to reach a wide audience and demonstrate the global commitment to achieving the 2030 Agenda. We would kindly ask for your support in cross-posting them through your platforms as well, as desired.

To participate, kindly provide a portrait photo and prepared quote via email to Mr. Carl Mercer, Communications Advisor (carl.mercer@un.org) by 23 August 2019. Please keep the quotes at a maximum of 2-3 sentences. Further information will be provided on the format of the "SDG Acceleration Hub" in the coming weeks.

Please accept, Excellency, the assurances of my highest consideration.

A handwritten signature in blue ink that reads "MFEspinosa".

María Fernanda Espinosa Garcés

All Permanent Representatives and
Permanent Observers to the United Nations
New York