



July 2012

A NEWSLETTER ABOUT UNICEF AMBASSADORS



Ambassador



#SahelNow: Using Social Media to Save Children's Lives

In April, UNICEF launched a social media campaign to raise awareness and funds about the nutrition crisis in the Sahel region of West and Central Africa. A huge thanks to our UNICEF Ambassadors who played a large role spreading the word during this campaign and who continue to do so. Many Ambassadors, including Amitabh Bachchan, Mia Farrow, Danny Glover, Selena Gomez, Angélique Kidjo, Lang Lang, Ewan McGregor, Rory McLroy, Leo Messi and Shakira provided support through their social media platforms and video appeals.



Shakira @shakira 2 Apr
It costs around \$100 to save a child from chronic #malnutrition. Want to learn about ways to help? supportunicef.org/sahel #SahelNOW
Expand

UNICEF has undertaken an integrated response providing treatment to more than a quarter of a million children suffering from severe acute malnutrition. Health services are being provided in concert with nutrition assistance; more than 6 million children have been vaccinated against measles and more than 9 million have received insecticide-treated mosquito nets to reduce the risk of malaria. Educational support is also being provided.

Jackie Chan's Mission to Myanmar

UNICEF Goodwill Ambassador Jackie Chan arrived in Myanmar on 5 July for a three-day trip to help combat child trafficking. The celebrated actor and martial arts talent was met



© UNICEF Myanmar/2012/Zaw

by hundreds of people cheering him along. "Trafficking and exploiting children are horrific crimes," said Mr. Chan ahead of the trip. "They leave lifelong scars and rob children of their childhoods. Children are not for sale. For the sake of the world's children, we must work hard to stamp out these damaging and criminal practices." While in Myanmar, Mr. Chan discussed how to effectively combat trafficking with local officials and law-enforcement and meet with vulnerable children.

Soccer Aid 2012



©UNICEF/2012/Andy Richter

Soccer Aid, the brainchild of UNICEF UK Ambassador Robbie Williams, returned in May raising over US\$ 6.2 million (£4 million) for children. It was broadcast live on ITV to an audience of over 7 million. Every two years, teams of celebrities and football legends representing England and the rest of the world come together for a friendly match to raise money for UNICEF.

As part of Soccer Aid, Ambassadors and high profile supporters travelled all over the world to film appeals to portray UNICEF's work on child survival. Keira Knightley went to Chad to see emergency water and immunization programmes, Ewan McGregor went to India to see neo-natal healthcare and Lewis Hamilton saw protection programmes for street children in the Philippines, while Eddie Izzard, Keeley Hawes and Robbie Williams provided on-camera support.

In a generous show of support, the UK Department of International Development agreed to match all donations to Soccer Aid pound for pound.

Daredevils and FCB



UNICEF's strong partnership with the world of sports continues to make a world of difference for children. In March, the popular cricket team, the Delhi Daredevils teamed up with UNICEF to raise awareness of the importance of empowering girls. The 'Dare to Care' campaign aims at empowering girls through education to give them the courage to say no to early marriage and to express their views on decisions that directly impact their lives. In May, FC Barcelona powered up their promise to improve the lives of children through sport and education. Through their contributions to UNICEF, they aim to reach seven million children in 16,000 schools in four countries: Brazil, China, Ghana and South Africa.



Rory McIlroy's Golf Bag



© 2012 Rory McIlroy

On 3 April, golf champion and UNICEF Ireland Ambassador Rory McIlroy unveiled his new golf bag featuring the UNICEF logo on the front.

"A branding position became available on my bag and I knew right away that UNICEF was the correct fit," said Mr. McIlroy. "I try to help out whenever I can and I saw this as an opportunity to give UNICEF some added exposure and hopefully increase awareness for such a great cause."

Mia Farrow in Ireland



© UNICEF Ireland/16032012/Mark Stedman

UNICEF Goodwill Ambassador Mia Farrow met young UNICEF supporters at a photo-call to highlight UNICEF Ireland's Emergency Appeal for the children of the Sahel in Dublin, Ireland, in March. Ms. Farrow was the special guest speaker at the 15th Annual Mother's Day Fundraising Lunch, where she spoke about her humanitarian work with UNICEF.

Change for Good

UNICEF Goodwill Ambassador Liam Neeson helped celebrate the 15th Anniversary of the Aer Lingus and UNICEF partnership by meeting with their management, staff and crew. Change for Good™, the in-flight collection of foreign notes and coins on all long-haul Aer Lingus flights, supports UNICEF's



© Mark Steadman / Photocall Ireland

global mission for children in over 150 countries and has raised around US\$ 15 million (€12 million) to date. Mr. Neeson was the face of the Change for Good campaign for ten years.

Get on Board for Children

In a high-profile christening ceremony of 'MSC Divina' in May in Marseilles, UNICEF Goodwill Ambassador Maxim Vengerov spoke about the 'Get on Board for Children' initiative, which has raised



© MSC Crociere/Ivan Sarfatti

over US\$ 1.3 million (€1 million) through the generous donation of the cruises' guests. This long-term partnership between MSC Cruises and UNICEF Switzerland helps fund the UNICEF-supported 'Platform of Urban Centers' to combat poverty and inequality of children living in favelas in Brazil.

Newly Appointed National Ambassadors

China:

Chen Kun, Actor & Singer

The Netherlands:

Claudia de Breij, Comedian

Mexico:

Javier Hernández, 'Chicharito', Football Player



Oliver Mtukudzi Visits Tanzania

Renowned Zimbabwean musician Oliver ‘Tuku’ Mtukudzi made his first field visit to Tanzania in June in his role as UNICEF Ambassador for Eastern and Southern Africa (ESARO) to lend his powerful voice to highlight key issues surrounding violence against children, HIV and AIDS, and to celebrate important progress made in the country. Prior

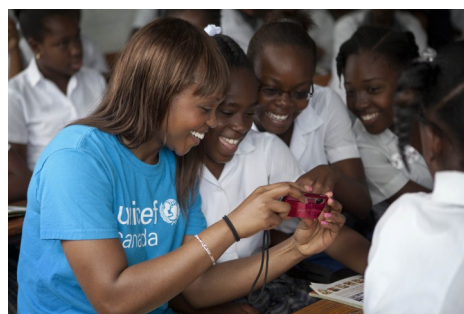


© UNICEF/Paul Hicks

to this visit, Mr. Mtukudzi participated in the ESARO Communication and Communication for Development Network meeting held in Johannesburg in May. Mozambican charismatic singer and UNICEF supporter Stewart Sukuma also attended.

Solange Tuyishime in Haiti

In April 2012, UNICEF Canada Ambassador and Rwanda genocide survivor Solange Tuyishime travelled to Haiti to witness UNICEF’s work there. Her trip included visits to UNICEF-supported schools and a UNICEF nutrition centre. “I certainly come back with even more gratitude for everything I have in my life, including my UNICEF family, and I am even more motivated and inspired to do more and work harder so that UNICEF can continue to support our children around the world,” said Ms. Tuyishime.



© Marco Dormino

Soccer Star Tresor Lualua Gives Polio Drops in DRC



© UNICEF DRC/Cornelia Walther

In June, soccer star Tresor Lualua and UNICEF Ambassador for the Democratic Republic of Congo accompanied a team of mobile polio-vaccinators in Kinshasa during the second round of National Immunization Days. He signed autographs and talked to children and parents in Kingabwa, one of the most marginalized areas of the capital. Mr. Lualua said that in addition to vaccinations against polio, children need clean water, education and health care.

Sung-Ki Ahn in Côte d’Ivoire

Sung-Ki Ahn, actor and UNICEF Ambassador for the Republic of Korea spent a week in Côte d’Ivoire visiting a UNICEF-supported internally displaced persons camp and schools and meeting with families and children severely affected from the post-election crisis. In 2011, 500,000 people were displaced and more than 3,000 children lost their parents during the crisis. “After the Korean War, my country was divided into two where many displaced people and separated families had to suffer from the tragedy so I can understand Côte d’Ivoire’s situation and the people’s sorrow,” said Sung-Ki Ahn.



© UNICEF Korea/JungAh Chae

Claudia de Breij in Drought-Affected Chad

Comedian and recently appointed UNICEF Netherlands Ambassador Claudia de Breij travelled in April to Chad in the Sahel region, where she visited mothers and children suffering from malnutrition due to severe drought. This was Ms. De Breij’s first field visit for UNICEF. She kept a diary of the trip, which was published in a major Dutch newspaper.



© UNICEF Netherlands/Guus Schoonewille

Mahtab Keramati with Children in Iran



© UNICEF Iran

Children living with autism in the north western city of Tabriz, Iran received a special visit by UNICEF Iran Ambassador Mahtab Keramati accompanied by UNICEF Representative, Munir Safeldin. Ms. Keramati met with the Director of Autism Charity Association as well as senior provincial officials, and discussed concerns about the situation of these children.

Campaigns>>>

Harry Belafonte Campaigns for Clean Water

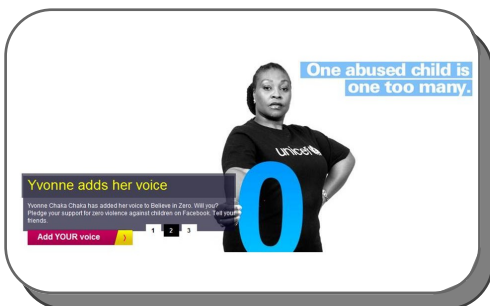
UNICEF Goodwill Ambassador Harry Belafonte helped launch the UNICEF Germany ‘Wasser wirkt’ (water works) campaign in Berlin in April. “Water is a fundamental human right. Every one of us is able to support UNICEF to ensure that all children have clean drinking water,” said Mr. Belafonte. The goal of the campaign is to provide safe water to at least 50,000 children in six countries by 2015 (Bangladesh, Cambodia, Ethiopia, Somalia, South Sudan and Zambia). Goodwill Ambassadors Sir Roger Moore and Lang Lang also supported the campaign with a UNICEF-TV spot.



© UNICEF/Julia Zimmermann

Yvonne Chaka Chaka Believes in Zero

UNICEF Regional Ambassador for Eastern & Southern Africa (ESARO) Yvonne Chaka Chaka and South African pop singer Danny K are among the celebrities who joined UNICEF at the regional launch of the ‘Believe in Zero’ campaign to educate children and communities about abuse. The campaign, which ran at the end of May, highlights the role that everyone has to play to prevent and protect children from abuse, neglect and exploitation, and the importance to prosecute offenders.



Events>>>

The Berliner Auctions Piano



© BPhil/Brendel: Monika Rittershaus

In May, The Berliner Philharmoniker Foundation auctioned off the Steinway piano, which renowned pianist Alfred Brendel always played when he appeared at the Philharmonie in Berlin. Alfred Brendel and UNICEF Goodwill Ambassadors Sir Simon Rattle and the Berliner Philharmoniker were present at the auction, which raised about US\$ 104,000 (€ 80,000) for UNICEF’s emergency relief for children in the Horn of Africa. Christie’s generously held the event free of commission.

Maestro Chung’s Ode to Children



© JF Leclercq

UNICEF Goodwill Ambassador Myung Whun Chung and the Philharmonic Orchestra of Radio France, Ambassador for UNICEF France, gave a concert in benefit of UNICEF in March. The musicians invited one hundred students to play the finale of *L’oiseau de feu* (The Firebird) by Stravinsky. “Music with children is always magic, it’s a miracle,” said Mr. Chung.

Lucy Liu Advocates for Children



© U.S. Fund for UNICEF

Lucy Liu shared some of her personal reflections on her role as Ambassador for the US Fund for UNICEF at their Annual Meeting held in

New York in May. She encouraged those present to stay engaged in the work for the survival, protection and development of all children.

Ishmael Beah Talks About Child Protection

Ishmael Beah, UNICEF Advocate for Children Affected by War was the keynote speaker for the US Fund’s Speaker Series on Child Protection in Connecticut and California in April and May. He travelled to Germany in June to participate in the UNICEF Junior Ambassador Ceremony, a competition that brought together some 600 children involved with human rights projects. He also spoke at UNICEF Germany’s annual meeting, met with Human Rights Commissioner Markus Löning, and NGO partners.



© UNICEF/Hyou Vielz

Goodwill Ambassador Honorees



© M.A.C. / Philippe Fitte

At a gala dinner in June, Goodwill Ambassador Sir Roger was honoured with the ‘Goodwill Ambassador of the Principality of Monaco Award 2012’, held in Monaco. This title is granted to those who contribute to publicizing and promoting the Principality all over the world. Albert II, Sovereign Prince of Monaco, spoke about Sir Roger’s accomplishments as an actor and his humanitarian work for UNICEF.

Pau Gasol, UNICEF Spain Ambassador and basketball player received the 2011-2012 J. Walter Kennedy Citizenship Award in May. This is given annually by the Professional Basketball Writers Association to the NBA player, coach or trainer who shows outstanding service and dedication to the community.



© NBAE via Getty Images



© Rotary India Polio Plus

At an event held in India in April, Rotary International honoured Goodwill Ambassador Amitabh Bachchan with the Polio Eradication Champion Award for his invaluable contribution to the eradication of polio in India. The award is the highest honour that Rotary International presents to heads of state, health agency leaders and others who have made significant contributions to the global polio eradication effort.

Ewan McGregor’s Cold Chain Mission

In a BBC documentary, UNICEF UK Ambassador Ewan McGregor travelled with UNICEF to immunize some of the world’s hardest to reach children. Mr. McGregor followed three of the world’s toughest [Cold Chains](#) through bustling cities in India, the isolated wilderness and Himalayan Mountains of Nepal and up the mighty Congo River into the jungle of the Congo. Vaccines must be kept constantly cold in order to work. UNICEF is the world’s largest distributor of vaccines.



© UNICEF/2011/Rajiv Kumar

Rio+20: Social Media and Development

UNICEF Brazil National Ambassador and Latin Grammy Award-winning singer Daniela Mercury spoke with UNICEF Executive Director Anthony Lake about social media’s crucial role in promoting the welfare of children at a side event of the United Nations Conference on Sustainable Development Rio+20. Mr. Lake highlighted the important role of



© UNICEF Brazil/2012/Wong

social media and the support provided by many of UNICEF’s Ambassadors in advocating for the rights of children. Ms. Mercury said that social media is a way for

her to connect with fans. “I try to maintain a dialogue with my fans on social networks and stimulate them to be active in spreading UNICEF messages,” said Ms. Mercury.

Child Survival Call to Action



© UNICEF/NYHQ2012-0418/Markisz

Actor Ben Affleck joined US Secretary of State Hillary Clinton, UNICEF’s Executive Director Anthony Lake, ministers, and global health experts in June at a call to action on *Committing to Child Survival: A Promise Renewed*. UNICEF Eminent Advocate for Children, Her Majesty Queen Rania and UNICEF Ambassadors Mia Farrow, Alyssa Milano, and Sir Roger Moore tweeted their support for the renewed push for saving children’s lives to their combined followers of over 4.2 million. More immunizations and better health practices have helped reduce the number of child deaths from 12 million in 1990 to 7.6 million in 2010. But more must be done. The summit was convened by Ethiopia, India and the United States while UNICEF leads the ongoing effort of galvanizing support to reduce preventable child deaths.