



March 2012

A NEWSLETTER FOR UNICEF AMBASSADORS

Ambassador

Angélique Kidjo Raises Her Voice to End FGM



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dancing, had a serious call to action – to support the global efforts to improve the lives of girls and end FGM/C. Every year, approximately 3 million girls – some 8,000 girls worldwide each day – are at risk of being subject to FGM. An estimated 130 million to 140 million girls and women in the world have undergone such mutilation so far. Ms. Kidjo said she was one of the lucky ones, who grew up in Africa with a father who did not believe in FGM/C.

On 28 February, UNICEF Goodwill Ambassador Angélique Kidjo, raised the volume in the UN General Assembly Hall on the issue of Female Genital Mutilation/Cutting (FGM/C). Her riveting [concert](#), which had every-

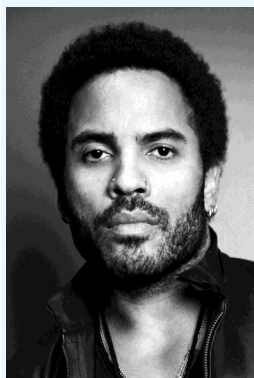
Mia Farrow Launches Polio Campaign

Mia Farrow travelled to [Chad](#) and the Democratic Republic of the Congo (DRC) in February as part of a renewed push to end polio. Ms. Farrow launched a polio vaccination campaign in Chad, which last year registered the second highest number of polio cases in the world. In both Chad and the DRC, frail health care systems, lack of infrastructure and insecurity are some of the reasons why children here die at a higher rate than almost anywhere else in the world. It is also some of the reasons why polio – which was once eradicated in Chad and the DRC – has returned in recent years. UNICEF and its partners are increasing efforts to help end polio around the world and tremendous gains have been made. This year, India, once the country with the most polio cases, reported being polio free in 2011. Since 1988, polio has been reduced by 99% globally.



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Lenny Kravitz Supports UNICEF's Water and Sanitation Efforts



© UNICEF/NYHQ/Bitton

Grammy award-winning singer-songwriter, record producer and actor [Lenny Kravitz](#) pledged his [support](#) for UNICEF's efforts to get clean water and proper sanitation to millions of people around the world. "That thousands of children under the age of five continue to die every day because they lack clean water and basic sanitation is simply unacceptable," said Mr. Kravitz, who plans to use his social media platforms to send a global message about the importance of investing in children and providing them with clean water and basic sanitation.

In advance of the 2015 deadline, the world has now achieved the Millennium Development Goal for access to safe drinking water, with 89 per cent of the global population with access to this vital resource. Nevertheless, over 780 million people, mainly in Asia and Sub-Saharan Africa, continue to lack this access.

"I was born in New York City and have always taken access to clean water as a given," said Mr. Kravitz. UNICEF efforts to ensure clean water and adequate sanitation include drilling wells and installing water pumps, helping communities build latrines and teaching lifesaving hygiene to schoolchildren and mothers.

Geoffrey Rush Supports Believe in Zero

Academy Award-winning actor and UNICEF Australia Ambassador Geoffrey Rush is helping draw attention to the number of children who die needlessly each day from preventable diseases through UNICEF's Believe in Zero video campaign.

Mr. Rush filmed the video along with other prominent Australians late in 2011 and it was screened at the UNICEF Australia annual benefit event in November.



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Mr. Rush has helped raise awareness and funds following devastating humanitarian disasters, including the current food crisis in the Horn of Af-

rica, the Pakistan floods in 2010 and 'silent' emergencies – those that do not make the headlines.

Mr. Rush was recently named 2012 Australian of the Year.

Give A Day

In November 2011, UNICEF Spain launched 'Dona 1 Día' (Give A Day) campaign to raise awareness and funds to prevent child malnutrition. Pau Gasol, NBA player, and Ana Duato, actress, both key UNICEF Spain Ambassadors are featured in the campaign, which raised more than US\$2.6 million (50% via text messages) in two months.



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Axelle Red Raises Awareness of Education in Emergencies



© UNICEF-B/K.Pannecoucke

Axelle Red, National Ambassador for UNICEF Belgium, visited Ivorian refugee camps in Liberia to raise awareness of the importance of education in emergencies. To achieve the Millennium Development Goal on education, UNICEF and its partners are helping these children to return to school where they not only get a basic education, but also learn life skills to help them survive and thrive. The ['Learning to Survive' campaign](#), launched in 2011 by UNICEF Belgium, aims to raise awareness and funds for education in emergencies, recognizing that education is an essential part of the humanitarian response.

It's About Ability



© UNICEF Montenegro/Dusko Miljanic

UNICEF Montenegro Ambassador and popular musician Rambo Amadeus recorded a [song](#) in December 2011 encouraging children to embrace one another. He wrote and sang the hit song in the Balkans, with children both with and without disabilities.

The song promotes the UNICEF-supported campaign ['It's about ability'](#), which has been promoting inclusion of children with disabilities in Montenegro since September 2010 and has influenced 23% of citizens to change their behaviour in a positive way toward children with disabilities.

Launch of Schools for Asia

In January, UNICEF Goodwill Ambassador Serena Williams lent her support to the launch of Schools for Asia, an international fundraising initiative to improve the access and quality of education for disadvantaged children living across Asia and the Pacific.



© UNICEF/NYHQ/Markisz

Education is a subject that Ms. Williams feels passionate about. "When I was a little girl, my parents taught me the importance of school, and I came to value education. Yet millions of children around the world don't have that chance," says Ms. Williams.

Sounding the Alarm

UNICEF is sounding the alarm on the nutrition crisis in the Sahel, where some one million children are on the brink of severe acute malnutrition. Children in parts of Burkina Faso, Cameroon, Chad, Mali, Mauritania, Niger, Nigeria and Senegal are in need of immediate life-saving aid as a result of poor rain, harvest and rising food prices. UNICEF made an appeal for US\$67 million to address the immediate needs of children and women affected by the Sahel nutrition crisis in the first half of this year. To learn more click [here](#).



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Field Visits >>>

Angélique Kidjo Visits Benin



© UNICEF Benin/Hounsounou

In January, during a [visit](#) to her home country Benin, UNICEF Goodwill Ambassador Angélique Kidjo advocated for improvements in the birth registration system in order to guarantee this right for all children. Ms. Kidjo visited Ekpe, a town in

the commune of Sèmè-Kpodji, where she toured a health centre and civil registration centre to see the circumstances impeding the proper registration of every child. “When a child does not have a birth certificate, his future is jeopardized. He is like a ghost,” said Ms. Kidjo. “Our responsibility as parents, caregivers and states is to make sure that each child has a right to legal identity.”

Michal Viewegh in Sierra Leone

Czech National Ambassador and renowned author Michal Viewegh travelled to Sierra Leone in November where he visited UNICEF-supported programmes on health care, education, juvenile justice and HIV/AIDS prevention. “I knew the statistics on poverty and child mortality before, but there is nothing like seeing it for yourself,” reflected Mr. Viewegh. “I wish all UNICEF sup-



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porters had this opportunity to see how UNICEF is able to transform their support into something very tangible – life, health and hope for better future.”

Events >>>

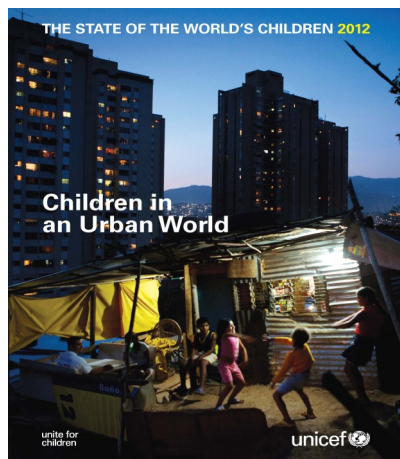
Manchester United Gala Dinner

The Annual Manchester United Gala Dinner, held at Old Trafford in Great Manchester on 12 December 2011, was attended by all the first team players. UNICEF UK Ambassador and Manchester United Manager Sir Alex Ferguson spoke passionately about his visits to see UNICEF’s work in the field before guests enjoyed dinner and entertainment from singer Emeli Sande and British comedian and broadcaster Angus Deayton. The event raised more than US\$205,000.



© Simon Davies 2011

State of the World’s Children Report 2012



UNICEF Executive Director Anthony Lake launched UNICEF’s flagship report, [The State of the World’s Children 2012](#) on 28 February in [Mexico City](#). The theme of this year’s report – Children in an Urban World – focuses attention on the one billion children living in urban areas. A number of Goodwill Ambassadors contributed essays for the report and spread the word through Op-Eds, Facebook and Twitter.

Mariatu Kamara Story of Hope

UNICEF Canada Ambassador Mariatu Kamara spoke to 450 female teachers at the annual Elementary Teachers Federation of Ontario event “*And Still We Rise*.” Mariatu eloquently shared her story of surviving the brutality of Sierra Leone’s decade-long civil war, arriving in Canada and the role education has played throughout her journey. Mariatu’s story of hope and healing was both moving and motivating for everyone in attendance.



© Christine Cousins

Anatole Taubman Stands for Girls

Together with UNICEF Switzerland, Swiss actor and UNICEF spokesperson Anatole Taubman took a public stand on violence against girls on Human Rights Day, 10 December 2011. He was joined by approximately 300 people forming a human chain in Zurich’s Old Town to raise awareness of the issue of violence against girls. Mr. Taubman has appeared in a number of internationally renowned films such as *A Quantum of Solace*, a James Bond film, *The Pillars of the Earth*, *Pope Joan*, *Resistance*, and in the German production *Fünf Freunde*.



© UNICEF Switzerland/Renate Wernli

Berliner Philharmoniker Gives Gift of Music



© UNICEF Haiti/2012/Palavra

As follow-up to their 2010 concert to benefit the survivors of the earthquake in Haiti, UNICEF Goodwill Ambassadors the Berliner Philharmoniker and their conductor Sir Simon Rattle, in partnership with German vendor Thomann [donated musical instruments](#) to three schools in Haiti this past January. The schools – both music-specific schools and ones with comprehensive music programmes – lost all their equipment in the earthquake. As music is an essential part of Haiti's culture, the flutes, saxophones, trumpets, violas and guitars are helping bring renewed joy to the children and enable young musicians to fulfill their dreams.

Thank You Yuna Kim



© All That Sports

UNICEF Goodwill Ambassador Yuna Kim provided her personal support and a donation to disadvantaged children in Korea in February.

Julian Rachlin Gives Benefit Concert

On 22 December 2011 in Tel Aviv, The Israeli Fund for UNICEF and the Lithuanian Embassy to Israel were honored by an exclusive concert by UNICEF National Ambassador Julian Rachlin, hosted by Mr. Michael Strauss, former Strauss Group Chair, in his home with 50 of



© Kfir Bolotin, Israel

Israel's leading businesspeople and public figures. Julian Rachlin appealed for support for UNICEF's work on behalf of children. Mr. Rachlin's performance was accompanied by pianist Mrs. Sophie Rachlin to great applause.

Livestream Chat

Ishmael Beah, UNICEF Advocate for Children Affected by War, along with Pernille Ironside, UNICEF Senior Advisor, Child Protection in Emergencies a.i. participated in a [livestream Q&A](#) on 16 February to mark the 10th anniversary of Red Hand Day to draw attention to the situation of 'child soldiers'. Tens of thousands of children are still recruited and used in various capacities by armed forces or armed groups in over 15 countries around the world.



© UNICEF Susan Markisz

Selena Gomez Charity Concert



© Michael Simon

UNICEF Ambassador Selena Gomez started off the new year with her 2nd Annual Charity Concert benefitting UNICEF on 20 January in West Hollywood, CA. The concert was hosted by Jake Whetter of Radio Disney and featured special musical guests, Big Time Rush and Noah Guthrie. Selena Gomez & The Scene performed to a sold-out show that raised over US \$200,000 for UNICEF to provide life-saving supplies to children worldwide.

Giving back has always been important to me. This concert allows me to connect with my fans in person, which is one of the best parts of my job, and to raise money for important causes. At the same time I can't think of anything I would enjoy doing more," Ms. Gomez said of the charity concert.

UNICEF Goodwill Ambassador David Beckham brought his children to the concert. Justin Bieber was also in attendance.

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