

# Press Release

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## CONCERT INSPIRES WORLD'S YOUTH TO SPEAK OUT AGAINST MALARIA AT UN SUMMIT

NEW YORK — World-famous performer Youssou N'Dour will lead a brilliant group of entertainers in the fight against the malaria at the *Youth United Against Malaria Concert* on 29 October, kicking off the three-day United Nations Global Youth Leadership Summit in New York - an unprecedented gathering of young development leaders from around the world.

Adding their entertainment talents to those of the Roll Back Malaria Partnership's Grammy-winning Special Envoy will be celebrated singers: UNICEF Goodwill Ambassador Angelique Kidjo, UNICEF Regional Spokesperson for Malaria Yvonne Chaka Chaka, 16-year-old sensation Karina, and the "King of Raï " Cheb Khaled.

The artists will urge more than 600 youth delegates from all 192 UN member states to call for increased awareness, more protection and better treatment for malaria, which kills 3000 children every day in Africa - a message which resonates with the experience of youth delegates coming from malaria endemic countries.

"Where I come from we live with malaria everyday, but it doesn't have to be like that and it shouldn't be like that," says Hauwa Umar, a youth delegate from Nigeria, "I lost my brother to malaria only three years ago, so this issue is very close to my heart. This Summit is an outstanding opportunity to meet youth leaders from around the world so that we can harness our combined energy and knowledge to fight this terrible disease."

The Summit, an initiative of the UN New York Office of Sport for Development and Peace (UNOSDP) aims to help young leaders enhance their countries' efforts to achieve the anti-poverty Millennium Development Goals (MDGs) by 2015. The event will highlight the power of sport and culture in mobilizing concerted action towards the MDGs.

The concert is the result of a collaboration between UNOSDP, the Roll Back Malaria Partnership and World Culture Open to bring attention to malaria, a neglected disease whose devastating impact hinders attainment of the MDGs. Controlling malaria will contribute significantly to reaching the MDGs, with the far-reaching impact of reducing poverty and child mortality, while also improving maternal health and better enabling young people to take advantage of education opportunities.

UN Secretary-General Kofi Annan is scheduled to attend the concert together with philanthropists Mohanlal Mittal and Hiroshi Matsumoto, Roll Back Malaria Partnership Executive Secretary Dr Awa Marie Coll-Seck and Summit Chairman Dr Djibril Diallo. The concert is expected to be seen by millions of viewers via the UN TV network. N'Dour staged similar concerts in Geneva in October 2005 and in Dakar in March 2005. The

latter was filmed and released in theatres and on television to enthusiastic audiences earlier this year as "AFRICA LIVE: The Roll Back Malaria Concert."

"International music stars carry the roll back malaria message far and wide and youth leaders are excellent advocates - they can act today to promote malaria control activities, sensitize their communities and decision-makers and become the world's leaders of tomorrow. The global fight against malaria benefits immensely from these two groups of advocates," said Dr Coll-Seck.

Youth delegates, aged 18-30, will have opportunities to discuss the campaign to stem malaria with Roll Back Malaria partners, heads of state from countries hosting regional youth summits, UN agency heads and resource people from across the UN system during the Summit.

To provide a coordinated international approach to fighting malaria, the Roll Back Malaria Partnership was launched in 1998 by the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), the United Nations Development Programme (UNDP) and the World Bank. The Partnership now brings together governments of countries affected by malaria, their bilateral and multilateral development partners, the private sector, non-governmental and community-based organizations, foundations, and research and academic institutions around the common goal of halving the global burden of malaria by 2010.

The UN New York Office of Sport for Development and Peace organized a press trip to the United Republic of Tanzania in May 2006 for journalists from the U.S.-based National Association of Black Journalists and European journalists emphasizing the role of sport in raising awareness among participants and fans about malaria prevention.

Other partners for the Summit include the Gita-Mohan Mittal Foundation/Vishwa Prawasi Bhartiya Leaders Forum, the Inner Trip Reyukai International (ITRI) Foundation, Sun Microsystems, the Global Peace Initiative of Women, Eurosport, the United Nations Population Fund, the Maybach Foundation, and the International Labour Organization and its Universitas partnership programme.

More information on the concert website:

<http://www.rollbackmalaria.org/unitedagainstmalaria>

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Press Passes must be obtained by COB Friday 27 October 2006

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