

Press Release

25 October 2006

For Immediate release

Visit: www.rollbackmalaria.org/ and www.un.org/youthsummit

Footballers vs. Malaria: Africa's international football stars tackle Malaria

New York, 25 October 2006 – The Roll Back Malaria Partnership, with The Global Fund to Fight Aids, Tuberculosis and Malaria, and Sumitomo Chemical, manufacturer of Olyset® bednets today announced an Africa-wide public information campaign on the risks of malaria, the benefits of prevention and the proper use of insecticide treated nets

The TV campaign, to be broadcast free all over Africa, features twelve top international African footballers, including Chelsea striker Ivorian Didier Drogba and Marseille's Nigerian player Wilson Oruma, who urge immediate malaria protection for young children and pregnant women - the most vulnerable groups. Each TV spot combines action packed TV clips from premiere league matches and strong messages in French, English, as well as several local African languages.

"By engaging African football stars to speak directly to African communities about the dangers of malaria, this campaign provides a vital tool to malaria control programs," said Dr. Awa Marie Coll-Seck, Executive Secretary of the Roll Back Malaria Partnership. "These football stars are heroes across Africa. The clips are exciting and meaningful - they speak to those who are most at risk."

The Footballer vs. Malaria public service announcements will be previewed on October 26 in Washington DC at an advocacy event organized for African ambassadors by the Roll Back Malaria Global Advocacy Taskforce and hosted by World Bank President Paul Wolfowitz. The announcements will then be showcased at the three-day United Nations Global Youth Leadership Summit in New York, where over 400 young community activists will gather from 29 to 31 October to consider their contribution toward the achievement of the Millennium Development Goals (MDGs) by 2015. The TV spots will also be screened in the UN General Assembly Hall during the Youth United Against Malaria Concert on 29 October 2006, headlined by Youssou N'Dour, Angélique Kidjo, Yvonne Chaka Chaka, Karina Pasian, and Cheb Khaled. "Sport, music and the engagement of the youth are critical to creating cultural change and addressing serious issues like malaria in developing countries," said Djibril Diallo, Director of the UN's New York Office of Sport for Development and Peace (UNOSDP). "The Footballers vs. Malaria campaign is an excellent example of how sports stars can engage in this work."

The Footballer vs. Malaria public service clips are available **FREE OF CHARGE** for unlimited television and radio broadcast all over Africa. They last between 42 and 76 seconds, and each clip contains an 8-second space at the end for the addition of local messages about campaigns related to malaria prevention.

"Essential tools to prevent and treat malaria are increasingly available for those who need them most. But we must also ensure that communities and individuals have the knowledge to translate those tools into lives saved," said Professor Richard Feachem, Executive Director, the Global Fund to Fight Aids, TB and, Malaria. "These messages are an important contribution to meeting that challenge."

Distribution Partners

- **MNET** Sports fans throughout Africa will be able to watch "Footballers vs. Malaria" on MNET's digital satellite service, available throughout Africa for unlimited broadcast.

"This is for a very good cause and we will flight it with pleasure," says MNET's Andre de Villiers, Director of Marketing, MNET Supersport.

- **British Commonwealth Broadcasting Association** will be distributing "Footballers vs. Malaria" to both radio and television in Botswana, Cameroon, Gambia, Ghana, Kenya, Lesotho, Malawi, Mauritius, Mozambique, Nigeria, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, and Zambia.
- **Canal France International** – The Canal France International Algerian office will be making ** "Footballers VS Malaria" available through the Canal France International Network.
- **European Broadcasting Union** -- "Footballers VS Malaria" was broadcast through the Eurovision Sports network on three different occasions during September and October 2006. The clips will be broadcast again during the fall. North African EBU members include: Egypt, Libya, Morocco, and Tunisia. The European Broadcasting Union (EBU) is the largest professional association of national broadcasters in the world. Eurovision, the Eurovision permanent network, carries constant exchanges of TV news and programmes via up to 50 digital channels on a Eutelsat satellite.
- **Roll Back Malaria Partnership** In addition, DVD copies of the PSAs for television and radio are being sent to National Malaria Control Programmes and National Broadcast Stations in each malaria-endemic country in Africa and to leading NGOs throughout the continent.

Links

View the Footballer vs. Malaria PSAs at:

www.sumivector.com

For more information about the Youth United Against Malaria Concert at the UN:

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

About the Roll Back Malaria Partnership

To provide coordinated international approach to fighting malaria, the Roll Back Malaria Partnership (RBM - www.rollbackmalaria.org) was launched in 1998 by the World Health Organization, 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 to rapidly scale-up implementation of malaria control and halve the global burden of malaria by 2010.

Contacts

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Press Passes for the UN United Against Malaria Concert (Sun Oct 29th) must be obtained by COB Friday 27 October 2006

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