



Investing in our Future
The Global Fund
To Fight AIDS, Tuberculosis and Malaria

The Roll Back Malaria
Partnership



FOOTBALLERS VS. MALARIA

Africa's international football stars speak directly to African communities, in their own words and languages, about the need to fight malaria, advocating the use of insecticide-treated bednets to protect against mosquitoes that transmit malaria.

PRESENTED WITH THE SUPPORT OF THE ROLL BACK MALARIA PARTNERSHIP AND THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA BY SUMITOMO CHEMICAL, MAKERS OF THE OLYSET® NET



DESCRIPTION

Footballers vs. Malaria PSAs combine actual footage of football matches (less than 5 seconds) with a message to camera by African footballers, giving information about Malaria in their own words and languages.

RIGHTS

PSAs are available free of charge for unlimited television and radio broadcast within Africa only. The PSAs are also available for worldwide distribution over the Internet.

LANGUAGES

6 French, 9 English and 3 local language PSAs in Fan, Ingala and Yoruba.

LENGTH

Variable, between 42-76 seconds.

There is an 8-second space at the end of each PSA to add local messages about malaria campaigns.

FORMAT

4/3, 625 PAL

SOUND

STEREO



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SUNITOMO CHEMICAL
Olyset Net



ENGLISH

ODEMWINGIE & ORUMA

Country Nigeria

“We all have to fight this. We’ll do our best. Children become big. We will support the organizations that fight this so our children will have a future. If we get old and don’t have children to take care of us -- that is not good! So, we will take care of our children.”

Message

MALARIA IS THE LEADING CAUSE OF DEATH AMONG YOUNG CHILDREN



Length 00:48



PETER ODEMWINGIE

Country Nigeria

Age 25 years

Position Striker

Club Lille

1.

“We should take it seriously. Every parent should have the responsibility to think and to try his best to make a good environment without mosquitoes. Personally, we have been sick with malaria so we know how it is. A lot of children die, so I plead to the parents that they should be more careful and not ignore it -- because it is very dangerous.”

Message

MALARIA IS THE LEADING CAUSE OF DEATH AMONG YOUNG CHILDREN

Length 01:04

2.

“Everywhere we go, I try my best to sleep in a good environment. I make sure I buy mosquito spray and I have nets everywhere. I don’t take it as a joke, because I personally know what it is. I’ve been treated a lot of times for malaria. Definitely, people shouldn’t take it lightly. It’s not a joke. A lot of people die from malaria -- more than any other disease or sickness. It looks light, but people should take it more seriously.”

Message

ALWAYS SLEEP UNDER A LONG-LASTING INSECTICIDE TREATED MOSQUITO NET

Length 01:09

WILSON ORUMA

Country Nigeria

Age 30 years

Position Center

Club Marseille

Awards 1998 France Winner (Lens)

2004 Winner, Champions League (Sochaux)

“We in Africa, we come from a very difficult condition. I think the parents, if they can afford it, if they can make a little bit of money to afford these nets to protect against mosquito bites, for our children to be careful not to get this sickness.”

Message

EVERY 30 SECONDS MALARIA KILLS A CHILD IN AFRICA

Length 01:02

ENGLISH



OBAFEMI MARTINS

Country Nigeria
Age 22 years
Position Striker
Club Inter Milan

“The important thing is, the parents should take good care of their children. Malaria is a very bad disease.”

Message
MALARIA KILLS ONE CHILD EVERY 30 SECONDS, ABOUT 3000 EVERY DAY

Length 00:45

KOLO TOURE

Country Ivory Coast
Age 25 years
Position Defender
Club Arsenal
Awards (Arsenal)
Winner of the English Premiership, 2004
Winner of the FA Cup in 2005



Toure 1.

“I just want to tell parents that they need to help their kids. Even if they don’t have the money, they need to help those kids to fight against malaria. Even if they don’t have money to eat, they have to fight, because life is something really fantastic.”

Message
EVERY 30 SECONDS MALARIA KILLS A CHILD IN AFRICA

Length 00:54



JOHN MENSAH

Country Ghana
Age 24 years
Position Defender
Club Rennes

“We have to take care about the mosquitoes. We have to use mosquito nets. It’s good for us -- it protects us from the malaria disease.”

Message
MALARIA KILLS MORE THAN ONE MILLION PEOPLE EACH YEAR

Length 00:42

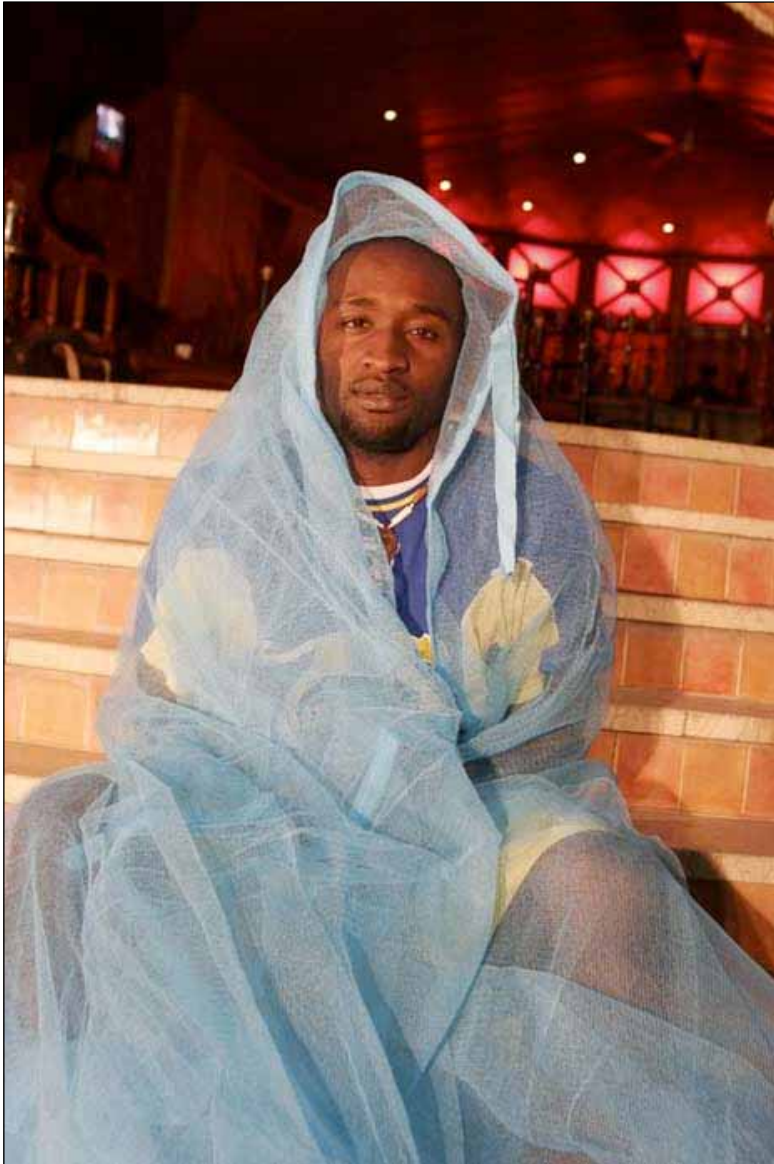
Toure 2.

“It’s unbelievable. A parent who has a little amount of money every month has to spend 23% of his money to take care of his baby. In Africa, 23% of what you’re getting every month is a lot. They don’t have enough already, and they have to spend for that as well. It’s so hard for the parents. Sometimes children die for this reason.”

Message
MALARIA IS ONE OF THE PRIMARY CAUSES OF POVERTY IN AFRICA

Length 01:07

ENGLISH



LOMANA TRESOR LUALUA

Country Congo Democratic Republic

National Team Captain

Age 26 years

Position Striker

Club Portsmouth

“Please, you must protect yourself against the mosquitoes. You don’t want to leave it too late and say, “if only I knew.” This is a chance, right now while you’re watching this. With the money you’re going to spend treating yourself, all you need is one of these. Especially for the younger kids that are growing up: protect them. Protect their health, because health is important. And please, be a fighter. Don’t let it put you down. You must fight. ”

Message

MALARIA KILLS 3000 CHILDREN EVERY DAY

“If I can do it you can do it. So let’s be fighters. ”

Message

ALWAYS SLEEP UNDER A LONG LASTING INSECTICIDE TREATED MOSQUITO NET

Length 01:16



FRENCH

DIDIER DROGBA

Country Ivory Coast -- National Team Captain

Age 28 years

Position Striker

Club Chelsea



1.

"I think we should wipe it out. This disease, malaria, is a terrible thing. Now, to make sure you don't get it, a mosquito net is the most reassuring means of prevention. "

Message: CHAQUE JOUR LE PALUDISME TUE 3000 ENFANTS

"Protect yourselves against malaria. Protect your children, because they are the future of Africa. "

Message: IL FAUT TOUJOURS DORMIR SOUS UNE MOUSTIQUAIRE IMPREGNEE DE LONGUE DUREE

Length 01:07

2.

"Africa should know, .the whole world should know, the great powers of the world should know that we need to make the decision to fight malaria.

(Looks at mosquito net):

These cost very little money."

Message: LE PALUDISME EST UNE DES CAUSES PRINCIPALES DE LA PAUVRETE EN AFRIQUE

Length 00:53

PASCAL FEINDOUNO

Country Guinee

Age 25 years

Position Striker

Club Saint Etienne

"Malaria is a dangerous disease. We must look after the children -- protect them. We must look after the children and keep them safe"

**Message
LE PALUDISME EST LE PREMIER TUEUR D'ENFANTS EN AFRIQUE**

Length 00:51



FRENCH



JEAN-PAUL ABALO

Country Togo
National Team Captain
Age 30 years
Position Defender
Club Apoel Nicosie

“My dear brothers, every year malaria kills at least 2 million people in the world. To improve this situation, I advise you to use a mosquito net. I myself was a victim of malaria, and that’s why I recommend that everyone should use mosquito nets.”

Message
LE PALUDISME EST LE PREMIER TUEUR D’ENFANTS EN AFRIQUE

Length 00:59

ISMAEL BENGOURA

Country Guinee
Age 21 years
Position Striker
Club Le Mans

“This message is just to say protect the children, and to buy what is needed -- medicine and bednets. Protect children and pregnant women, old people, fathers -- everyone should be protected. Malaria is a very, very dangerous disease. I’ve had it myself and it was very difficult.”

Message
LE PALUDISME TUE PLUS D’UN MILLION DE PERSONNES PAR AN

Length 00:53

KABA DIAWARA

Country Guinee
Age 30 years
Position Striker
Club Ajaccio

“I went to Guinee to visit my family, and went out to the village to see my grandparents. When I came back, about a dozen days later, I started shivering, losing weight and vomiting. I had a 42°C fever. I think I lost 7 kilos in 4 or 5 days -- I almost died. I went to the doctor, and explained to him where I had been in Africa, and afterwards he told me I had malaria.

Message
LE PALUDISME MENACE PLUS DE 40% DE LA POPULATION MONDIALE

Length 01:11

AFRICAN LANGUAGES

YAO KAKA AZIAWONOU

Country Togo
Age 27 years
Position Center
Club Young Boys (Switzerland)
Language Fan

Dear Parents, ladies and gentlemen: Malaria is a scourge that touches at least 2 million people in the world. This is why you must exert yourself to obtain bednets for your children. I myself have had malaria and I know what I'm talking about. You must fight to get mosquito nets for your children so they can grow, go to school and make you happy."

Length 00:56

Message French

LE PALUDISME EST LE PREMIER TUEUR D'ENFANTS EN AFRIQUE



OBAFEMI MARTINS

Country Nigeria
Age 22 years
Position Striker
Club Inter Milan
Language: Yoruba

"To everyone in Nigeria and in other countries: Please protect your children."

Message

MALARIA KILLS ONE CHILD EVERY 30 SECONDS, ABOUT 3000 EVERY DAY

Length: 00:47

LOMANA TRESOR

LUALUA

Country Congo Democratic Republic
National Team Captain
Age 26 years
Position Striker
Club Portsmouth
Language Ingala

"I would like to send this message to my brothers and sisters, our parents in our country of Congo, and in all of Africa and all who are listening: Malaria is a very serious disease and you should protect yourselves against it! With the money that you earn you can protect the children, since they are the most important. We must protect them. The word of God tells us that we take steps to protect ourselves, so let's do it. It is not asking much, chiefly that the parents protect the children who are dying. Malaria is a very serious disease, like AIDS, but malaria can get you even before AIDS. I only want to add, God bless you and we should protect ourselves. Please, listen to this message. Let's protect ourselves and our children. Thank you."

Message

CHAQUE JOUR LE PALUDISME TUE 3000 ENFANTS

Length 01:50

CREDITS

Director: Mams Yaffa, Esprit d'Ebene

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SUMITOMO CHEMICAL
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LEGAL

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PSAs can not be edited in any way other than addition of the local voice-over information at the end.