

The Goodwill Ambassadors of the Food and Agriculture Organization of the United Nations

MAGIDA AL ROUMI

ROBERTO BAGGIO

DEE DEE BRIDGEWATER

AI BANO CARRISI

BEATRICE FAUMINA

DEBORAH FERGUSON

CARLA FRACCI

GILBERTO GIL

RAUL GONZALEZ BLANCO

THE ITALIAN SINGERS SOCCER TEAM

MORY KANTE

ROMAN KEATING

KHALED

GONG LI

GINA LOLLOBRIGIDA

MIRIAM MAKEBA

MANA

MARÍA GLORIA PENAYO DE DUARTE

RITA LEVI MONTALCINI

YOUSSEU N'DOUR

NOA

JUSTINE PASEK

MASSIMO RANIERI

OUMOU SANGARE

CHUCHO VALDES

DIONNE WARWICK



THE GOODWILL AMBASSADORS OF THE FOOD AND
AGRICULTURE ORGANIZATION OF THE UNITED NATIONS



WORKING TOGETHER FOR AN
INTERNATIONAL ALLIANCE AGAINST HUNGER



The FAO Goodwill Ambassador Programme is dedicated to promoting FAO's vision of a world without hunger. The FAO Goodwill Ambassadors, distinguished men and women of talent and passion, have expressed their desire to help focus global attention on the noble aims of the Food and Agriculture Organization of the United Nations: a world free from hunger.

Since the launching of the Programme in 1999, these nominations were intended to recognize the importance of the role played by private individuals in promoting food security and to convey the message that working for food security is not solely the province of government. Progress also hinges on the willingness of individual citizens to use their gifts to inspire good will and to generate political will. By their talents and influence, the FAO Goodwill Ambassadors are drawing people from all walks of life into the fight against hunger and poverty, especially at a time when the soaring of food prices is giving rise to a global food crisis.

I call upon all people to play a part, together with the FAO Goodwill Ambassadors, in helping the least privileged of the world to finally break free of the vicious circle of chronic hunger and malnutrition.

Jacques Diouf
Director-General

The Food and Agriculture Organization of the United Nations

Helping to build a world without hunger

Promoting FAO's activities – What is FAO?

The Food and Agriculture Organization of the United Nations (FAO) was founded in 1945 with a mandate to raise levels of nutrition, improve agricultural productivity, better the lives of rural populations and contribute to the growth of the world economy. Today, FAO is the largest specialized agency in the United Nations system and the lead agency for agriculture, forestry, fisheries and rural development. An intergovernmental organization, FAO has 192 member countries plus a member organization, the European Community.



FAO has worked for over 63 years now to alleviate global poverty and hunger by promoting agricultural development, improved nutrition and the pursuit of food security – defined as access by all people at all times to the food they need for an active and healthy life

Since its inception, FAO has worked to alleviate poverty and hunger by promoting agricultural development, improved nutrition and the pursuit of food security – defined as access by all people at all times to enough high-quality and culturally acceptable food to lead active, healthy lives. The Food and Agriculture Organization of the United Nations leads international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information, helping developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition for all. With special attention on rural areas, home to 70 percent of the world's poor and hungry people, FAO's activities are focused on four main objectives:

- putting information within reach;
- sharing policy expertise;
- providing a meeting place for nations;
- bringing knowledge to the field.

Achieving food security for all is at the heart of FAO's efforts. In this effort, FAO provides policy and the kind of behind-the-scenes assistance that helps people and nations help themselves. If a community wants to increase crop yields but lacks the technical skills, FAO introduces simple, sustainable tools and techniques. When a country shifts from state to private land ownership, FAO provides the legal advice to smooth the way. When a drought pushes already vulnerable groups to the point of famine, FAO mobilizes action. And in a complex world of competing needs, FAO provides a neutral meeting place and the background knowledge needed to reach consensus.

The FAO Ambassadors Programme

Using their talents and influence, a number of celebrities have joined the campaign to end world hunger together with FAO. By becoming FAO Goodwill Ambassadors, they have committed themselves personally and professionally to address the universal humanitarian goals that underpin FAO's mission – to build a food-secure world for present and future generations. The FAO Ambassadors Programme was initiated in 1999. The main purpose of the programme is to attract public and media attention to the unacceptable situation that more than 850 million people continue to suffer from chronic hunger and malnutrition in a time of unprecedented plenty. These people lead a life of misery and are denied the most basic of human rights: the right to food. Governments alone cannot end hunger and undernourishment. Mobilization of the public and private sectors, the involvement of civil society and the pooling of collective and individual resources are all needed if people are to break out of the vicious circle of chronic hunger and persistent poverty.



“The FAO Goodwill Ambassadors... are entrusted with the important responsibility of helping FAO in raising general awareness to food security issues and mobilizing civil society as a whole in the struggle against hunger and malnutrition”.



Each FAO Goodwill Ambassador is unique. But they all share certain basic characteristics: international reputation, high personal repute and personal and professional respectability, a demonstrated commitment to the goals and ideas of FAO, and a willingness to serve as the Organization's advocates, spokespersons and representatives.

FAO Goodwill Ambassadors are active at a variety of levels – from the national to the global. Specific activities are individually tailored to each personality, in accordance with his/her public image, capabilities and expectations. These activities include:

- undertaking official missions to visit FAO field projects;
- delivering high-profile messages at public and media events and appealing to the public to support FAO's campaign against hunger;
- recording promotional messages and spots;
- giving interviews about FAO's programmes and related issues for radio, television and print media;
- participating in awareness-raising and fundraising events.

The Extraordinary Ambassadors of FAO

The FAO Ambassadors Programme has gained considerable visibility over the years, thanks to the commitment and dedication of these individuals. A new component was therefore launched in 2005, building on the success achieved so far, to enhance the profile and global outreach of the FAO Ambassadors Programme: the category of the Extraordinary Ambassadors of FAO. World leaders adopted the World Food Summit Declaration in 1996 and reiterated their commitment at the *World Food Summit: Five years later* in 2002, calling on governments, international agencies, non-governmental organizations, civil society and the private sector “to reinforce their efforts so as



to act as an international alliance against hunger” and achieve the goal of reducing hunger by half in 2015. It is in this global effort of solidarity that the Extraordinary Ambassadors of FAO play a meaningful and crucial role. Using their influence, the Extraordinary Ambassadors of FAO act as the Organization’s advocates in favour of the fight against hunger and malnutrition, aiming to make *Food for All* a reality in the 21st century and beyond. The main purpose of the initiative is to increase the efforts of the Food and Agriculture Organization of the United Nations to attract public attention to the unacceptable situation in which, although the world produces a great abundance of food, children, women and men continue to die of hunger. Every day more than 20 000 persons die of malnutrition. Every minute twelve children die of hunger. We can not just stand by or look the other way. The category of the Extraordinary Ambassadors of FAO includes prominent members of Royal Houses and Principalities, former Heads of State and Government as well as spouses of present and former Heads of State and Government, who have demonstrated, in their own countries and on the international scene, a high degree of commitment to causes that FAO promotes and who have decided to devote their efforts to the fight against hunger and poverty. Extraordinary Ambassadors of FAO may, at the invitation of the Director-General, engage in public advocacy fundraising and in public awareness activities. They may participate in certain major FAO events and have a programme of work which expresses their own commitment to assisting FAO. They may also provide patronage of events organized in their country, in other countries or at FAO. Her Excellency María Gloria Penayo de Duarte, First Lady of Paraguay, was nominated as first Extraordinary Ambassador of FAO on 16 October 2005.

BIOGRAPHIES

The following pages provide brief biographical notes on the FAO Goodwill Ambassadors appointed since 1999, as well as information on the activities carried out in support of FAO.

FAO wishes to extend its deep appreciation to the FAO Goodwill Ambassadors, who have contributed their time and effort over the years to the programmes and activities of FAO – locally, nationally and globally.

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Magida Al Roumi

“Music can speak out louder than words. I will use my music and my voice to speak out on behalf of the needy and undernourished everywhere.”



Lebanese singer Magida Al Roumi is internationally recognized as one of the icons of Arabic popular music and is considered as the natural heir of great vocal artist Fairouz. Ms. Al Roumi has released a chain of successful albums over the years and performed on stage all over the world. For several years she has participated in events dedicated to FAO's fight against hunger, and her commitment to humanitarian causes has won her the respect of audiences, music critics and the media.

Ms. Al Roumi was nominated FAO Goodwill Ambassador on 16 October 2001. In this role, Magida starred in

several television programmes and concerts to sensitize public opinion towards the Food for All Campaign, particularly in the Arab world. In June 2002 Ms Al Roumi — in her role as an FAO Goodwill Ambassador — was the guest of honour at the Arab Children's Congress held in Amman, Jordan, held under the patronage of Her Majesty Queen Noor. This event promoted cross-cultural understanding and acted as a democratic platform for the empowerment of youth in the region. During her presence at the Congress, Ms Al Roumi stressed the importance of working with young people to achieve a world free from hunger. Still in 2002, Magida Al Roumi attended the “World Food Summit: Five Years Later” and spoke extensively about her role as FAO Goodwill Ambassador during a press conference organized on the occasion.

Since 2002 and to-date, interviews focused on FAO were given to LBC, to Al Usra Ai Asriya weekly magazine of Dubai, to the international daily newspapers AQuds Al-Arabia.



Ms. Al Roumi has also performed in awareness-raising and fundraising concerts dedicated to FAO in Tunis, Cairo and Alger over the past years.



FAO Goodwill Ambassador Magida Al Roumi singing at World Food Day ceremonies, FAO Headquarters, Rome, Italy

Roberto Baggio

“I feel a moral obligation to stand here today on behalf of the people stricken with poverty to lend every support to FAO in its global campaign against hunger.”



Footballer Roberto Baggio, among the world's most accomplished soccer players in history, was named FAO Goodwill Ambassador in October 2002. A teenager from a small village in North of Italy, Caldogno, Baggio has made the Italian football style legendary. In 1993 Roberto was awarded the Golden Ball trophy as Europe's best player, and was subsequently voted as FIFA World Player. He was awarded the Golden Ball trophy as Europe's best player, and the sports writers subsequently voted

Roberto the Best Player in the World. All over the 90s, Roberto Baggio was nearly unanimously regarded as the world's best soccer player in the position of forward.

In addition to his impressive sports talents, Mr. Baggio's commitment to social causes has won him the respect of his public. He dedicates generous amounts of time and energy to humanitarian issues and has become an advocate of human dignity, tolerance, democracy and human rights.

In 2004, Roberto sold by international auction the shoes worn during his last match, and the entire amount of the sale was dedicated to FAO.

In September 2005, he attended a press conference organized by Nippon Broadcasting System (NBS) in Tokyo, to promote the sale of commemorative stamps issued by the Japanese postal service to honour his brilliant career. The sale took place in September and October 2005 at the Japanese Lawson chain of convenience stores. Part of the proceeds went to the TeleFood Special Fund to finance projects to help the neediest communities.



In April 2006, Baggio lent his support to FAO by writing personally to the President of the Italian Football Federation to launch a partnership between the Federation and FAO, with an aim to achieve a public and media impact, with an awareness-raising component. The collaborative event was scheduled for January 2008. On 3-5 September 2007, Roberto carried out an official mission to Laos (Lao PDR) to visit FAO field projects in the country. The visit gave high visibility to FAO's activities in the Asian region and worldwide. The wide media coverage of the visit also provided good visibility to World Food Day in the region.

FAO Goodwill Ambassador Roberto Baggio speaking with beneficiaries on a field visit to FAO projects in Laos.



Dee Dee Bridgewater

“I want to highlight the stories of hope from around the world. Remember that hunger is not a matter of charity. It is a matter of justice and solidarity.”



One of the best known jazz singers of her generation, Dee Dee Bridgewater was appointed FAO Goodwill Ambassador on 16 October 1999. Born in Tennessee, in the United States, Dee Dee has received numerous awards in recognition of her outstanding music achievements, including the Jazz Academy Awards in 1988 and 1995, the Chevalier de l'Ordre national du Mérite and Officier des Arts et des Lettres. Fewer still have been rewarded with Broadway's coveted Tony Award (Best Featured Actress in a Musical – The Wiz), nominated for the London theater's West End equivalent, the Laurence Olivier Award (Best Actress in a Musical – Lady Day), won two Grammy Awards (1998's Best Jazz Vocal Performance and Best Arrangement Accompanying a Vocal for “Cottontail” – Slide Hampton, arranger – “Dear Ella”), and France's 1998 top honor Victoire de la

Musique (Best Jazz Vocal Album). As an FAO Goodwill Ambassador, Ms Bridgewater visited projects operating under the Special Programme for Food Security in Senegal in December 1999 and since then has acted as an active and committed FAO advocate during various television programmes broadcast in particular by Radio France Internationale, Fox Morning News in New York etc. In 2002 and 2003, she participated in the TeleFood concert organized in Madrid by Spanish Television RTVE, and was the guest of honour of the highly successful RAI television show

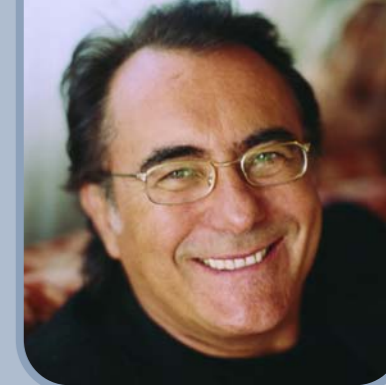
La Cometa della Fortuna, entirely dedicated to raising funds for FAO. In October 2003, on the occasion of the World Food Day celebrations in New York, a televised message by Dee Dee was projected for the audience in the Dag Hammarskjöld Auditorium of the United Nations Building. In August 2006, Ms. Bridgewater visited FAO field projects in Mali. Further to this mission covered widely by the media, Dee Dee recorded the album *“Read Hearth – A Malian Project”*, and decided to donate a percentage of the income of her Malian Project worldwide tour to FAO.



FAO Goodwill Ambassador Dee Dee Bridgewater using a hand pump to collect water at a well built through FAO's Special Programme for Food Security programme in Senegal.

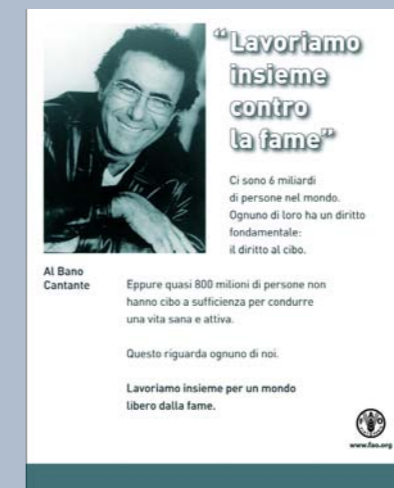
Al Bano Carrisi

“It may be that no one person can change the world, but I know I can change the whole world of one person”



Al Bano is an acclaimed international singer who has won several awards and prizes during his 30-year career. He has performed alongside Plácido Domingo, the Rolling Stones, Spanish flamenco guitarist Paco de Lucia and opera singer Montserrat Caballé. Mr Carrisi has used his fame to bring attention to war against drugs, and in 1999, prior to his appointment, he appeared in support of FAO at an awareness-raising event in Florence with Luciano Pavarotti. Since his appointment, in October 2001, Al Bano has been starring in several television programmes and special events such as the Italian Rai Uno Mattina, Domenica In, Fantastico, Elixir, The Christmas Village etc. to sensitize public opinion towards the fight against hunger, and has devoted countless hours to his role as an FAO envoy and spokesperson through interviews and public appearances. He has recorded numerous television spots and has lent his image to an FAO print service advertisement published by the major Italian magazines and newspapers (Corriere della Sera, Oggi, Gazzetta dello Sport).

On 16 October 2002, a musical performance by Al Bano in the Plenary Hall enlivened of the World Food Day celebrations at FAO Headquarters in Rome and still in 2002 he participated in the *World Food Summit: Five Years Later* meeting at FAO HQs. In June 2006, Al Bano recorded a promotional message that was broadcast in the Latin America Region in support of the mega concert



“Música vs. Hambre” and he performed in the event, that was held in the Estadio de Chaco in Asunción on 21 September 2006, under the patronage of the First Lady of Paraguay. In 2007, Al Bano launched the project of a joint CD/DVD to be recorded by all FAO Goodwill Ambassadors, to be produced at no cost for the Organization and with profits to be donated to FAO. All FAO Goodwill Ambassadors (singers) have subsequently enthusiastically confirmed their participation in the project, for which Al Bano will act as artistic director. Al Bano has attended the inaugural ceremony of the High Level Conference on World Food Security: the Challenges of Climate Change and Bioenergy, on 3 June 2008, FAO HQs.

A public service announcement (PSA) with FAO Goodwill Ambassador Al Bano Carrisi “Lavoriamo insieme contro la fame” published throughout Italy by major Italian media to raise awareness about FAO and generate participation in the fight against hunger.

Beatrice Faumuina

“You can count on my continued, tireless support to FAO’s activities and worldwide campaign against hunger, to enable those living on the verge of famine to use their own two hands to resolve the problem of hunger at the roots. Let’s join hands”.



Ms. Faumuina is the first woman of the Southwest Pacific region to win a World Championship title. In 1997 in Athens, she struck gold at the discus throw. Winner of the 1998 and 2002 Commonwealth Games, the 2002 International Association of Athletics Federation World Cup and seventh at the 2004 Olympic Games, Ms. Faumuina set eleven New Zealand discus throw records from 1993 to 1997. She was recently awarded the title of Officer of the New Zealand Order of Merit for her services to athletics. On 16 October 2005, Ms. Beatrice Faumuina, from New Zealand, was appointed FAO Goodwill Ambassador. As an FAO Goodwill Ambassador, she acted as the patron for the Southwest Pacific region to promote an initiative launched by the International Association of Athletics Federation (IAAF) in 2006, consisting in an auction sale of items belonging to world class athletes, and part of the proceeds of the sale were donated to FAO.

FAO Goodwill Ambassador Beatrice Faumuina presenting a medal to a young participant at World Food Day ceremonies in Rome, Italy.

Deborah Ferguson

“I spent my childhood in Nassau, where living conditions were not as good as they are nowadays. We should not only treasure what we have now. We should also help others obtain what they should have.”



Debbie Ferguson, a renowned sprinter, has won several World Cup gold medals and has been voted “outstanding female athlete” of the Commonwealth Games. Born in Nassau, she has dedicated years of her life to improving the health, education and quality of life for people in her country, especially for underprivileged women and children.



Her charity work includes raising funds for orphanages and Homes for the Aged in Nassau, visiting children at local hospitals and supporting feeding programmes for the elderly. Since her appointment, on 16 October 2002, Debbie Ferguson has recorded numerous messages of support for FAO’s activities and has given several interviews to the international media, speaking extensively about her new role as an FAO Goodwill Ambassador and advocate.

In June 2004, Debbie has carried out an official visit to Bahamas to witness first-hand the work that FAO is carrying out in the country. Thanks to Debbie’s support, in 2005 the International Association of Athletics Federation (IAAF), organizers of the Olympic Games, produced their

“If you think global hunger is a problem...you’re not the only one” public service announcement (PSA) campaign featuring FAO Goodwill Ambassador Deborah Ferguson.



yearly desk calendar featuring photographs of athletics champions performing during the Olympic Games bearing the slogan “For a world without hunger” and the FAO and IAAF logos. In addition the back of each page featured a picture of Debbie promoting the same message through her statement “Do you find it shocking that millions of people go hungry every day? You’re not the only one”. The calendar, distributed world-wide, aimed at stimulating awareness and understanding of FAO’s activities taking advantage of the large athletics audience.

Carla Fracci

“It is an honour to be appointed a Goodwill Ambassador of FAO. I will pledge to take the new responsibility very seriously. Now I have become really connected to what is truly important”.



Carla Fracci was named FAO Goodwill Ambassador on 15 October 2004. Considered to be one of the greatest classic dancers of this century, Carla Fracci is surnamed “The Eleonora Duse of the ballet” and “The Legendary”. Born in Milan, she studied at the La Scala Ballet School from 1946 with Vera Volkova and others, graduating into the company in 1954. She was soon promoted

soloist and principal. At La Scala she performed as Juliet in Cranko’s *Romeo and Juliet* (1958) and Elvira in Massine’s *Don Giovanni* (1959). She appeared with many companies like London Festival Ballet in 1959 and 1962, Royal Ballet in 1963, Stuttgart Ballet in 1965 and Royal Swedish Ballet in 1969. From 1967 she was principal guest artist of the American Ballet Theatre.

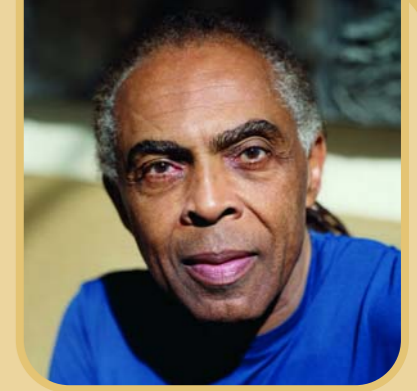


She is renowned for her interpretation of the romantic roles. She was director of ballet in Naples 1990-91 and in Verona 1995-97. She is now director of the Balletto dell’Opera di Roma. In 2005, Carla Fracci appeared on a PSA dedicated to FAO on the Internet network Virgilio, and in spite of her numerous professional engagements she regularly attended the World Food Day celebrations at FAO Headquarters over the years. She has attended the inaugural ceremony of the High Level Conference on World Food Security: the Challenges of Climate Change and Bioenergy, on 3 June 2008, FAO HQs. Carla Fracci has indicated her willingness to act as the Patron of the World Food Day concert to be organized in Tirana, Albania, on 25 October 2008, with a double awareness-raising and fundraising component.

Carla Fracci speaking at World Food Day ceremonies on the occasion of her appointment as FAO Goodwill Ambassador, Rome, Italy.

Gilberto Gil

“There is a way you can get involved. Join hands with FAO in its fight against hunger. It is not a question of the survival of the fittest. It is a question of survival. Full stop. We need your support”.



Gilberto Gil is one of the most important singers, composers and instrumentalists of modern Brazil. During an artistic career spanning more than three decades, he has recorded over 30 albums, with many being released in Asia, Europe, Latin America and North America. He is a living legend who has shown a remarkable, unique rhythmic versatility through his production. Gilberto Gil has devoted considerable time to social and humanitarian activities in recent years, for which he has earned the love and admiration of people all over the world. Nominated FAO Goodwill Ambassador on 16 October 2001, Gilberto Gil has recorded numerous testimonials in support of FAO’s campaign to eradicate hunger in the world, and most recently for the mega event “Música vs. Hambre” held in Asunción in September 2006, on which occasion his spot was broadcast all over the Latin America region in support of FAO. He also featured in numerous PSAs in support of FAO on major international magazines.



FAO Goodwill Ambassador Gilberto Gil performing during World Food Day ceremonies at FAO Headquarters, Rome, Italy.

Raúl González Blanco

“Because the suffering of any human being diminishes all of us, it’s our responsibility to try to ease that suffering”



Spain’s leading goalscorer of all times, Raúl González, was appointed FAO Goodwill Ambassador in October 2004, at the age of 27. Long before the arrival of other soccer stars such as Ronaldo and Beckham, Spanish prodigy Raúl was justifying the price of an entrance ticket to see Real Madrid, his football team. On October 29, 1994, Madrid coach Jorge Valdano gave him his debut. Raúl was 17 at the time. Madrid and Valdano have never looked back. He has since drawn plaudits from all the major figures in world football and

from the general public. Raúl is a genuine star. He scores a goal every two matches on average. He has also helped his team win three Champions League titles (the last was in 2002), two European-South American Cups and four Spanish championships. Born in Madrid and typifying traditional values, he is extremely popular all over the world and in Spain, where he has become a kind of national hero.

In addition to his impressive sports talents, his commitment to humanitarian causes has won him the respect of the public. From 2004 to 2007, Raúl has recorded televised support messages during the broadcast of the gala solidarity event organized by the Spanish television group RTVE, entirely dedicated to FAO/TeleFood. In June 2006, he featured in a PSA appearing on the Homevideoshow magazine, distributed in all major Italian cinemas. In November 2006, Raúl visited TeleFood projects in Senegal, benefiting from wide international media coverage. In October 2007, the

football champion was instrumental in the successful achievement of the collaborative initiative between FAO and the Spanish Liga de Fútbol Profesional. In May 2008 Raul González was awarded the first edition Spanish prize for solidarity in sports for 30 000, which he donated to fund five TeleFood fighting-hunger projects.



FAO Director-General Jacques Diouf enlisting the help of international star Spanish footballer Raúl González as FAO Goodwill Ambassador in the fight against world hunger, Madrid, Spain.

The Italian Singers Soccer Team



“Playing football taught us the value of determination and team work. We are happy doing anything that may help the underprivileged”



The Italian Singers’ Soccer Team, appointed as FAO Goodwill Ambassadors on the occasion of World Food Day 2002, is now twenty-five years old. Some of the most famous Italian singers are involved with the association, wishing to use their image as artists and sportsmen to support this long-term charitable project that has been expanding since 1981.

The Italian Singers’ Soccer Team aims at promoting a movement of solidarity directed towards protecting the neediest. Over the years, more than 400 matches have been organized and sold out stadiums in every town. The Italian Singers’ Soccer Team has supported many charities throughout the years and has acquired an

important international scene dimension, bringing its commitment to London, Moscow, Bucarest, Budapest, Sarajevo, Warsaw etc. Ten editions of the Partita del Cuore (or the Match of the Heart), of which FAO has been one of the beneficiaries, have had a total audience of 80 million people.

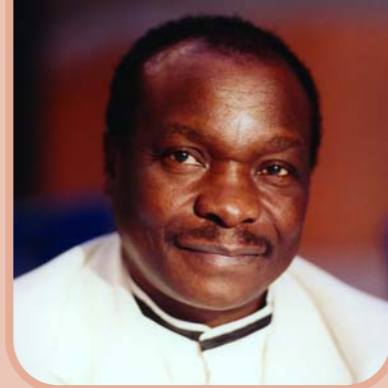


Mory Kanté

“I will work with people of different cultures and will travel to different countries to give people the possibility to help each other. The whole world needs to mobilize against hunger and poverty”

Mory Kanté, appointed FAO Goodwill Ambassador in 2001, whose style blends traditional West African music with Western pop, funk, house and techno, was born into a family of griots — a caste of poets, singers and story-tellers in traditional Mandingo culture — in Guinea. He has played all over the world and performed in several movie soundtracks, including

the soundtrack for the film “The Beach” starring Leonardo di Caprio. Mr Kanté has dedicated much time and energy to cultural and social initiatives in Western Africa. Since his appointment, Mory Kanté has starred in several television programmes and radio broadcasts speaking extensively about his role as an FAO Goodwill Ambassador and



advocate, and has been giving interviews to international media about FAO. In June 2001, Mory Kanté attended the World Food Summit: Five Years Later at FAO Headquarters in Rome. In 2002, he participated in the TeleFood concert in South Africa, also starring Miriam Makeba. In July 2003, Mory Kanté dedicated a fundraising concert to FAO in Helsinki, Finland. In June 2008, Mory Kanté gave an interview for the United Nations Environment Programme’s magazine, TUNZA, focusing on food-related issues. In July 2008, he was called to perform as guest star, in his capacity as FAO Goodwill Ambassador, in a gala concert in Turin, Northern Italy, and the related press conference focused on FAO and his role as Goodwill Ambassador.

West African singer Mory Kanté performing during a World Food Day concert in his role as FAO Goodwill Ambassador, Rome, Italy.

Ronan Keating

“This isn’t about people at home putting their hands at their pockets. This is about joining a campaign to get our governments change things”.



Irish singer Ronan Keating was 18 when he made his debut. Now, after ten years, he is still in the public eye. His songs “Life is a rollercoaster”, “When you say nothing at all”, “We’ve got tonight” and “If tomorrow never comes” have become classics.

In June 2004, Ronan made a trip that was to change his life. He visited farmers and families in Ghana and other developing countries and was shocked at the sight of poverty and how unfair trade laws were destroying livelihoods.

Ronan already supports many charities and set up his own (Marie Keating Foundation) after he lost his mother to cancer in 1998. Ronan Keating was nominated FAO Goodwill Ambassador on 16 October 2005.

In this capacity, Ronan has been featuring in PSAs on international media in support of FAO and has recorded numerous promotional messages. In September 2006, he starred in the Mega Concert “Música vs. Hambre” held in Asunción, Paraguay. Ronan Keating is ready to perform in a United Kingdom World Food Day/TeleFood concert to be organized in Milton Keynes, London, in 2009, and will be actively involved in the information and media campaign preceding and launching the event.



Irish singer Ronan Keating on the occasion of his appointment as FAO Goodwill Ambassador, FAO Headquarters, Rome, Italy.

Khaled

“Because the suffering of any human being diminishes all of us, it’s our responsibility to try to ease that suffering. It is not a matter of titles, but of responsibilities.”



One of the pioneers of world music, rai musician Khaled has gone beyond all geo-political boundaries to become one of the world’s most popular performers, mixing traditional Algerian music with Western rhythms and styles such as soul, rock and reggae to achieve his distinctive sound. His 1992 hit single “Didi” sold over a million copies worldwide, and his first French-language single, “Aïcha”, topped the French charts for months, selling 700 000 copies in France alone and making him a nationwide celebrity and an unofficial ambassador for the country’s Arab minority. Khaled has been celebrated not only for his music, but for his role as a builder of bridges between cultures.

Khaled was appointed FAO Ambassador on 16 October 2003. In this capacity, he successfully performed in an awareness-raising gala event entirely dedicated to FAO at the Hotel de Russie in Rome in October 2004.

Khaled singing at a World Food Day event in his role as FAO Goodwill Ambassador, Rome, Italy.

Gong Li

“To launch an appeal against hunger is not a waste of time. At the start there is never a path, but where many people pass, a path is formed.”



Chinese actress Gong Li was appointed FAO Goodwill Ambassador on World Food Day 2000. Gong Li graduated from the Central Drama Academy in Beijing in 1989. Over the last decade, she has earned international acclaim for her fine performances in some of China’s most memorable films, including *Red Sorghum*, *Raise the Red Lantern* and *Farewell My Concubine*. Today she is one of China’s and international cinema’s leading actresses. Ever since she became an FAO Goodwill Ambassador, Gong Li has spoken out against hunger, has recorded numerous messages of support for FAO’s activities and has given interviews to the international media, speaking extensively about her role as an FAO advocate. In July 2002 she visited the Special Programme for Food Security project in the Sichuan Province and a TeleFood (duck-raising) project in Youxian, thus increasing the visibility and impact of FAO’s activities in China. During this very successful mission, Gong Li met with farmers beneficiaries, poor

families and children, and expressed strong and continuous support to FAO’s fight against hunger. In September 2003, in her capacity as President of the Film Jury of the Venice International Film Festival, Gong Li

held a press conference focused exclusively on FAO, her role as FAO Goodwill Ambassador and her commitment to the fight against hunger. FAO was also officially included in the press conference organized by the producers of Gong Li’s forthcoming film “M” (French television TF1) thanks to the active involvement of Gong Li. Since October 2002, Gong Li has lent her image to an FAO public service advertisement published by the major Italian magazines and international magazines.



A public service announcement (PSA) “Let’s work together against hunger,” featuring FAO Goodwill Ambassador Gong Li visiting FAO projects in China.

Gina Lollobrigida

“I suffered a lot during my childhood and I have not forgotten my origins. Now this formal title gives me an opportunity to play a first-hand role in the fight against world hunger”.



Luigina (Gina) Lollobrigida, born in Subiaco, in Italy, is one of the European film industry's most distinctive personalities, as well as a respected photographer and sculptor whose work has been exhibited in some of the world's most important museums. She has devoted generous amounts of her time to humanitarian activities, acting as a special representative for the United Nations Children's Fund (UNICEF) and supporting many major humanitarian agencies. Since her appointment as an FAO Goodwill Ambassador in 1999, Ms Lollobrigida has participated in several FAO fundraising and awareness-raising events aimed at fighting hunger. In 1999 she participated in a celebrity auction organized by Arab Radio and Television in Cairo. In 2000 she was a guest on the Italian television programme *La Cometa della Fortuna*, dedicated to FAO and she has taken part in several charity events in Florence, Rome, Latina etc.

Unveiling ceremony of a sculpture donated to the Organization by FAO Goodwill Ambassador Gina Lollobrigida during World Food Day ceremonies held at FAO Headquarters, Rome, Italy.

Ms. Lollobrigida regularly attends FAO institutional meetings, such as the World Food Day celebrations at FAO HQs. On the occasion of World Food Day 2006, Gina has donated a statue of her creation to FAO. She is presently active in organizing an awareness-raising event to be dedicated to FAO through the Italian television in 2008, with both an awareness-raising and a fundraising component. In 2007, she acted as the *madrina* (patron) of the “Run for Food Race”, organized under the patronage of the Mayor of Rome in favour of FAO. In March 2008, Gina Lollobrigida acted as the *madrina* of the inaugural ceremony and European launch of the World Harmony Run held at FAO HQs. She has attended the inaugural ceremony of the High Level Conference on World Food Security: the Challenges of Climate Change and Bioenergy, on 3 June 2008, FAO HQs.

Miriam Makeba

“In every community, in every nation, people are doing little and big things to help make a better world. Think of what has been accomplished to date: space exploration; satellite communications; heart transplants. Today, we have managed to do what previous generations never dreamed of. But, you see, today, around the world, 840 million people still don't have enough to eat. And it doesn't have to be this way.”



Singer Miriam Makeba, the legendary “Mama Africa”, appointed an FAO Goodwill Ambassador in 1999, has a longstanding commitment to humanitarian issues. Born in Johannesburg, South Africa, her fearless campaigning against inequality and injustice has added to the worldwide fame she had already won for her vocal talents. Ms Makeba has travelled throughout Africa to give voice to millions of suffering people. Drawing on her own funds, she set up a foundation in Johannesburg to care for needy young South African women. Ms Makeba dedicated a song,

Masakahane, to FAO and has participated in various events and concerts organized by FAO, such as the Jamaica and Spain TeleFood concerts in 1999, and the South Africa concert in 2000. In April 2001, Ms. Makeba visited FAO post-emergency projects in Mozambique, increasing the visibility and impact of FAO's activities in Africa. Ms Makeba has also been a strong FAO advocate during interviews particularly with CNN and BBC.. In 2001 and 2002, an FAO public service announcement featuring Miriam Makeba was published on



major international magazines and newspapers. In March 2008, Ms. Makeba carried out an official to the Democratic Republic of Congo during which she visited FAO emergency projects. The visit, during which Ms. Makeba also participated in various press conferences, gave international visibility to FAO's activities in the country. Following the duty travel, Ms. Makeba has been awarded the price “International Award for Social Engagement”, in her capacity as FAO Goodwill Ambassador, for the work done and commitment towards helping women victims of sexual violence in the DR of Congo. (The Minerva Award, first price dedicated to women, is an internationally recognized event focused towards highlighting the social, humanitarian and professional commitment of distinguished women).

Miriam Makeba meeting with women participating in FAO projects during her visit to the Democratic Republic of the Congo in her role as FAO Goodwill Ambassador.

Maná

“It is an honour to be appointed FAO Ambassadors. We pledge to take the new responsibility very seriously. We will attempt to carry the appropriate message as we travel around the world”

As one of Latin rock's most popular bands ever, Maná transcends their Mexican roots with a poetic ability to express the universal truths inspired by their culture and its history. They take on issues that are important in life: solidarity, justice, freedom. Maná has won four Grammy awards, sold more than 16 million albums



worldwide and conducted sold-out tours around the world. They are now appealing to a worldwide audience as a vanguard fusion group, no longer just an extremely popular Mexican band. The group's music spans cultural divides and gives voice to social and environmental issues. Band members Fher Olvera, Alex González, Sergio



Vallín and Juan Calleros, determined to assist the most vulnerable, have created a non-governmental organization, Selva Negra, focused on sustainable development issues in Latin America.

Maná was nominated FAO Goodwill Ambassador on 16 October 2003. The group wishes to help FAO's message reach and inspire younger audiences. As such, the group has worked with FAO in the United States, Latin America and around the world, mobilizing resources and engaging people in sustainable solutions to one of humanity's greatest challenges – the fight against hunger. They have dedicated concert proceeds to FAO's TeleFood campaign and performed in FAO's Goundwork 2001 concert, alongside REM, Pearl Jam and Dave Matthews.

Within the framework of World Food Day 2007, spots were recorded by Maná in Costa Rica to support the campaign “Amar es combater el hambre....y más cuando hay un desastre”, aimed at raising funds in favour of the farmers affected by flood.

María Gloria Penayo De Duarte



“At present, a hunger-free world is still a dream. It is up to us all, the international community as a whole to take decisive action to end hunger, the most cruel expression of poverty, which still affects an estimated 854 million human beings, 200 million of them children, and causing the deaths of 12 children a minute. In my capacity as Extraordinary Ambassador of FAO, I will do my best to foster an even stronger commitment to ensuring that millions of innocent victims from hunger have access to the necessary resources to cultivate their hope for a better life”.

Appointed as first Extraordinary Ambassador on 16 October 2006, María Gloria Penayo de Duarte, First Lady of Paraguay, has always been extremely active in helping the most vulnerable sectors of society, taking part in activities to help children with special needs and leading voluntary women's groups active in the social integration of marginalized and deprived populations. Mrs. Penayo de Duarte is restlessly pursuing a number of programmes in support of education, health, cultural awareness and other activities to provide assistance and substance to the population, with a special attention to development of women, in their role as providers of life, conveyors of values and focal points for change in the family and society.



FAO Director-General Jacques Diouf appointing Paraguay's First Lady, Her Excellency Ms. María Gloria Penayo de Duarte, as first Extraordinary Ambassador of FAO during World Food Day ceremonies, Rome, Italy.

By promoting training for self-management and the building of values, María Gloria aspires to realize her dream of helping the human advancement of her compatriots. She is a founding member of the “GANAR” Foundation (Support Group for Children at High Risk) which helps children and adolescents working and living in public areas, and is the Chairperson of the Paraguayan Network for Human Development (REPADEH), a non-profit organization focusing primarily on programmes, projects and activities of social assistance and human development for the most vulnerable sectors of the population, especially families living in extreme poverty, and the generation of solidarity networks to help the most needy. María Gloria Penayo de Duarte has also championed

the Programme of Resource Generation through the Soybean (PROGRESO) and the installation of more than 100 soybean processing machines. Immediately following her appointment as FAO Extraordinary Ambassador, the First Lady organized and was patron of the mega concert “Música vs. Hambre”, held at the Estadio de Chaco in Asunción, Paraguay, on 21 September 2006. The event, the first concert of this magnitude ever organized in Paraguay, featured a prestigious international casting which included FAO Goodwill Ambassadors Al Bano, Noa and Ronan Keating. The concert was very successful in terms of public attendance, media coverage, awareness-raising and fundraising in support of TeleFood projects. In her capacity as Extraordinary Ambassador of FAO, Mrs. Penayo de Duarte tirelessly attends intergovernmental meetings in the Latin America Region and organizes press conferences and encounters with the media during which she speaks about her role as FAO Goodwill Ambassador.

Rita Levi Montalcini

“It is imperative that we support FAO’s campaign, urging young people, who more than adults enjoy the ability to spring into action, to play what could be a decisive role in the elimination of this tragic reality. I ask you to join us by participating in FAO’s campaign against world hunger”



Professor and Senator Rita Levi Montalcini, a physician and neurobiologist, received the Nobel Prize for Medicine in 1986 in recognition of her discovery and characterization of the role of the nerve growth factor. Professor Levi Montalcini, whose medical work is tireless, has received numerous other prestigious scientific awards including the American Golden Plate Award and Silver Cup. She has been elected to the Pontifical Academy (Italy), the American Academy of Arts and Sciences (United States) and the Académie des Sciences (France). Since childhood, Prof. Levi Montalcini has been committed to the cause of



alleviating poverty and malnutrition. She believes that, as a public personality, she can appeal to a large segment of the public, encouraging people to support FAO’s global campaign against hunger. Since her appointment as FAO Goodwill Ambassador in 1999, Professor Levi Montalcini has written articles and editorials about the plight of the hungry for major Italian and international newspapers and has devoted countless hours to her role as an FAO envoy and spokesperson. She participated in the Santa Cecilia World Food Day concert in Italy in 1999 and in a charity event in Florence in 2000, with tenor Luciano Pavarotti. In October 2004, Ms. Levi Montalcini was interviewed by the Radio Vaticana with a focus on her role as an FAO Goodwill Ambassador. In December 2005, while being awarded a prize in Verona by the Major of the City, Prof.

Nobel prize laureate Rita Levi Montalcini speaking out against hunger to journalists in her role as FAO Goodwill Ambassador, Rome, Italy.

Levi Montalcini focused her speech on her role as an FAO Goodwill Ambassador. In May 2006, she met with the delegation of the Joint Inspection Unit of the UN Office in Geneva and these encounters were instrumental in view of the preparation of the report on the Ambassadors Programmes in the United Nations System. In spite of her numerous engagements as a physician and a senator of the Italian Republic, Professor Levi Montalcini regularly attends the World Food Day celebrations in Rome. In March 2007, she delivered a statement on the occasion of the World Water Day held in FAO in Rome, which received the praise of the public. She has attended the inaugural ceremony of the High Level Conference on World Food Security: the Challenges of Climate Change and Bioenergy (Rome, 3-5 June 2008). Senator Levi Montalcini has confirmed her intention to write an article dedicated to the 2008 World Food Day theme, to be published on major Italian newspapers.

Youssou N’Dour

“Supporting the FAO campaign against world hunger is a cause near to my heart. This appointment not only honours me, but all of Africa and it strengthens even more my determination to work with FAO for all those who are affected by the scourge of hunger and malnutrition”



Youssou N’Dour was nominated FAO Goodwill Ambassador in 2000. Born in Dakar, Youssou is the leading exponent of world fusion pop. He blends African traditional music and Senegalese mbalax with reggae, jazz and rock, combining the most modern

recording techniques with African sounds and rhythms. Mr. N’Dour has devoted considerable effort to humanitarian activities. He has been associated with the International Red Cross, the Jubilee 2000 Committee for the Cancellation of Third World Debt and the United Nations anti-landmine

campaign, among others. He was awarded the Chevalier de l’Ordre national du Mérite du Sénégal. In 1999, Youssou N’Dour participated in a TeleFood concert in Senegal, recorded several messages of support for FAO and participated in television broadcasts dedicated to FAO.



FAO Goodwill Ambassador Youssou N’Dour speaking on behalf of the International Alliance against Hunger during the presentation of a collective Appeal to End Hunger, calling on people everywhere to help the least privileged people of the world finally break out of the vicious circle of chronic hunger, poverty and under-nourishment. World Food Day ceremonies, Rome, Italy.

Noa

“I am proud to partner with the Food and Agriculture Organization of the United Nations to deliver the important message of “food for all” to people all over the world.”

International recording artist Achinoam Nini Barak, known simply as Noa, is a singer whose work reflects multiple influences with roots both in the West and in the Middle East and in popular and classical music. Born in Israel from Yemeni roots, Noa moved to the United States as a baby and grew up in New York. She returned to Israel at the age of 17. She has collaborated with musicians from around the world, among them Khaled, Sting, Donovan, Stevie Wonder, Zucchero and Santana.

Noa — whose real name, Achinoam, means “sister of peace” — has raised her voice many times for peace and solidarity and feels, as she says, a “citizen of the world”. For Noa, only music stands a fighting chance of breaking cultural barriers, as it has a universal appeal that no other language possesses. Noa was appointed FAO Ambassador on 16 October 2003. Since her appointment, Noa has been extremely active in support of FAO giving interviews about FAO activities



to international media and speaking about her role during all of her concerts. In addition, Noa has featured several PSAs in support of FAO and has participated in the mega event “Músical vs. Hambre” held in Asunción in September 2006, organized under the High Patronage of the First Lady of Paraguay, FAO Extraordinary Ambassador. Noa has performed during World Food Day celebrations at FAO HQs and on the occasion of awareness-raising events organized in Rome in support of FAO in 2004. Noa will dedicate a concert to FAO in 2009, to be held in Israel, with an awareness-raising and fundraising component. She has also expressed the wish to travel to Yemen around the end of 2008/beginning 2009, to visit FAO development projects.

Internationally-acclaimed singer Noa signed on in the campaign against hunger as FAO Goodwill Ambassador at the 2003 World Food Day ceremonies, FAO Headquarters, Rome, Italy.

Justine Pasek

“I feel it is my duty to use my title of FAO Ambassador to work towards a world in which the fertility of our soil reaches everyone”.



When Justine Pasek ended her reign as Miss Universe in June 2002, Panama's leading newspapers unanimously acclaimed both her beauty and her talent. Although she was born in the Ukraine, her home country since childhood has been Panamá, where she obtained her education. Justine Pasek was appointed Ambassador for the promotion of culture and tourism by the Government of Panamá and sponsor of the Osteoporosis and Metabolic Diseases Foundation of her country, a role she has used to promote the health benefits of proper nutrition. She is a volunteer of the Panamanian PROBIDSIDA organization and

participates actively in educating people about HIV/AIDS through lectures to civic groups and in the raising of funds for these educational campaigns. Justine also cooperates with various Latin-American non-governmental organizations on activities dedicated to helping malnourished children in remote areas. Since her appointment as FAO Goodwill Ambassador in 2003, Justine carried out a mission to Perú to visit FAO development projects benefiting from a wide media coverage particularly in the Latin American region. In February 2006, she attended the inaugural ceremony of the launching of the Programme to implement the

collaboration Agreement between FAO, the Centro Internacional para el Desarrollo Sostenible (CIDES) the Ciudad del Sabe and the Panamá Ministerio de Desarrollo Agropecuario (MIDA) in Panamá City, on which occasion she made a statement and attended media encounters. In April 2008, at the request of the UNSG's office, Justine Pasek gave interviews for the UN on-line magazine, in her capacity of FAO Goodwill Ambassador, focusing on her role and on food-related issues. Justine Pasek will travel to Rome in October 2008 to act as the *madrina* of the third edition of the *Run for Food Race* and attend the related press and the event.



FAO Goodwill Ambassador Justine Pasek visiting with participants of FAO projects on a field visit in Peru.

Massimo Ranieri

“I am in a privileged position. Every morning I wake up thinking how lucky I am for the things I have received in life. If I can help FAO to convey their worthwhile message, by giving poor people a chance to live and a chance in life, then this is, in a small way, my way of repaying the debt.”

A real talent of Italian music, film and theatre, an accomplished actor and playwright with a flair for comedy, Massimo Ranieri, born in Naples, Italy, became an FAO Goodwill Ambassador in October 2002.

Massimo “Lo scugnizzo napoletano” is immensely popular in Italy and internationally known. The recipient of important prizes and awards for his unique vocal styling and his intense theatre and cinema interpretations

(such as Metello, Death Rage, The Hunchback of Notre Dame and others) he has maintained his position amongst the top male solo artists for the past thirty years and continues to do so.

He has generously given of himself and not only as an entertainer. He has long used his immense popularity as a performer and an actor to speak out on social issues.

Massimo has regularly participated in campaigns to draw attention to the less privileged in his home country, and he has often urged his audiences to show solidarity with the under-privileged. At concert appearances, he often speaks about his role as an FAO Goodwill Ambassador and the plight of the poor and hungry, urging his audiences to support rights to survival.

Massimo Ranieri accepting his appointment as FAO Goodwill Ambassador from FAO Director-General Jacques Diouf during World Food Day ceremonies, Rome, Italy.



Oumou Sangaré

“As an FAO Ambassador, I will exert all efforts to spread the message of FAO all over the world and to the largest possible audiences. In fact, our ultimate goal is to reach every individual.”

One of Mali’s most beloved singers, Oumou Sangaré has a gift for elevating traditional music to subtle, nuanced, contemporary pop that raises probing social questions, especially about the evolving roles of women in Africa.

Oumou Sangaré is the leading female star of the Wassoulou sound, which is based on an ancient tradition of hunting rituals mixed with songs about devotion, praise and harvest played with five-note melodies. She has been a vital force in Afro-pop

since the 1990s and was featured on the soundtrack of the 1998 screen adaptation of Toni Morrison’s *Beloved*. The reissue in 1999 of “Moussoulou”, Sangaré’s 1989 debut album, long difficult to find in the West, was an enormous success.

Ms. Sangaré was appointed FAO Goodwill Ambassador on 16 October 2003.

In this capacity, she has accompanied Dee Dee Bridgewater in official visits to FAO projects in Mali in August 2006, where she attended several press conferences and met with the President.

She starred with a musical group in an awareness-raising event dedicated to FAO that was held in Rome in 2004 and performed successfully during the World Food Day celebration at FAO HQs on 16 October 2006.

FAO Goodwill Ambassador Oumou Sangaré singing at an World Food Day event in Rome, Italy.



Chucho Valdés

“The honour bestowed upon me today gives me the opportunity to participate directly in the fight against hunger in the world”.

Chucho Valdés is considered one of the finest pianists in the world and a great composer, with works such as *Mambo Influenciado* and *Misa Negra*, a composition that opened the way for current generations of Cuban musicians.

His artistic career and teaching have earned him the *Cultura Nacional*, *Alejo Carpentier* and *Félix Varela* medals in his country and other high

distinctions, including *Doctor Honoris Causa* awards from universities in Canada and Cuba. His huge talent, his prodigious hands with fingers that easily span an octave and his performances in famous venues such as Carnegie Hall, Lincoln Centre and Kennedy Centre in the United States, Ronnie Scott’s in the UK and the Carlos Marx and Amadeo Roldan theaters in Cuba, together with



14 Grammy nominations and five awards, are just some of the elements that have made Chucho Valdés a legend of jazz and music in general. His music, with its strong Afro-Cuban influence, is a combination of powerful melody and flamboyant delivery counterpoised by masterly technique. Chucho Valdés was nominated FAO Goodwill Ambassador on 16 October 2006. Since his appointment, Chucho has starred in the TeleFood concert held in Havana, Cuba, in November 2006. On 16 October 2007, within the framework of World Food Day, Mr. Valdes gave a most acclaimed concert in the Basílica Menor del Convento de San Francisco de Asís of La Habana, Cuba, together with his musical group. Chucho Valdes will star again in a World Food Day piano concert to be organized in Havana in October 2008.

World-renowned pianist Chucho Valdés performs a recital on the occasion of his appointment as FAO Goodwill Ambassador during World Food Day ceremonies, Rome, Italy.

Dionne Warwick

“This reaffirms that we all have a place in the world community and in being honoured in such a way as I am today, I am given the opportunity to make a statement about what needs to be done in the world to combat hunger and poverty”.

In October 2002 singer Dionne Warwick, from the United States, was appointed FAO Goodwill Ambassador. With her unique vocal style and her own star on the Hollywood Walk of Fame, Ms Warwick is the recipient of countless awards, with an illustrious career that spans close to 40 years and includes no less than 55 hit singles. Her status as a musical and humanitarian icon is legendary.

Her service to the world does not stop at her unique vocal styling, rather she continues to work tirelessly with various organizations dedicated to empowering and inspiring efforts. As a philanthropist and community activist, she has generously supported many charities and social agendas. She has committed herself to working for charities (such as AIDS benefits) and doing cultural work in various cities around the world.



Since her appointment, Ms. Warwick has dedicated generous amounts of time and energy to FAO’s campaign against hunger and has given several interviews focused on FAO to the international media. In November and December 2002, Dionne Warwick gave visibility to FAO during concerts organized at the Teatro Sistina and Teatro Argentina in Rome. In 2006, she recorded a support message that was broadcast all over the Latin America region in view of the mega concert of Asunción, Paraguay. Dionne will dedicate a concert to FAO in 2008, with an awareness-raising and fundraising component. She has also expressed the wish to travel to an African country at the end of 2008/beginning 2009, to visit FAO development projects.

Singer Dionne Warwick speaking to the Plenary upon acceptance of her appointment as FAO Goodwill Ambassador during World Food Day ceremonies, FAO Headquarters, Rome, Italy.



Author: Rosarita Pagano

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THE GOODWILL AMBASSADORS
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WORKING TOGETHER FOR
AN INTERNATIONAL ALLIANCE
AGAINST HUNGER