



**Inter-Governmental Institution for the use of Micro-algae Spirulina Against Malnutrition
Inter-Governmental Observer to the United Nations Economic and Social Council**

"There are people in the world so hungry that God cannot appear to them except in the form of bread"

"Hay personas en el mundo tan hambrientas que Díos no puede a parecerles a ellos más que en la forma de pan"

" Il y a des gens dans le monde qui sont si affamés que Dieu ne peut leur apparaitre que sous la forme d'un pain."

"هناك كثير من البشر يتضورون جوعا في العالم، حتى إن رحمة الله لا يمكن أن تظهر لهم إلا في شكل خبز"

Mahatma Gandhi

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IIMSAM OFFICIAL PRESS RELEASE

IIMSAM urges the international community to *Unite Against Hunger on the United Nations World Food Day 16th of October* by incorporating Spirulina in the food security agenda



Selected IIMSAM Official photos: From the IIMSAM Dar Al Muamineen Centre in Kisumu, Kenya. Pic on Rt: IIMSAM's GWA Mama Sarah Obama with IIMSAM Team on the ground.

(IIMSAM Headquarters, New York, 4th October 2010) Having successfully launched its programmes in **Kenya** in the period 2009-2010 to mainstream the use of Spirulina to eradicate malnutrition and hunger, IIMSAM urged the international community to mainstream the use of Spirulina in its attempt to unite against hunger on the United Nations World Food Day. IIMSAM under the leadership of Secretary General H.E. Ambassador Remigio Maradona will be commemorating the ***United Nations World Food Day at the Estonia House in New York on 14th of October***. IIMSAM has invited the International Diplomatic Community, Civil Society and other supporters of IIMSAM who reiterated their unstinted support to help IIMSAM realise a world free of malnutrition through Spirulina. Spirulina that was declared as the best food for the future by the ***United Nations World Food Conference in the year 1974*** holds tremendous potential to eradicate malnutrition, achieve food security and bridge health divide.

The Obama Family are Facilitators and Goodwill Ambassadors for the **IIMSAM East & Central Africa Spirulina Programme, Mama Sarah Obama & Saidi Obama** grandmother and uncle of **President Mr. Barack Obama** are playing a pivotal role to expand the existing IIMSAM East & Central Africa Spirulina Programme to alleviate severe malnutrition and hunger especially at a time when ***Kenyan President Mwai Kibaki announced a national emergency and declared that over 10 million people don't have enough food to eat. Some 100,000 Spirulina Feeding Visits for Fiscal Year 2009-2010 at our Dar Al Muamineen Centre in Kisumu, Kenya.*** IIMSAM's takes deep pride and are profoundly grateful to be able to share with you IIMSAM Health's accomplishments over the past year. In broad strokes, they include more than approximately **100,000 Spirulina Feeding Visits at our IIMSAM Dar Al Muamineen Centre in Kisumu, Kenya**, major infrastructure investments, extensive training, and significant expansion both of our programmes and of the geographic areas where we work. **The IIMSAM Dar al Muamineen Centre** also provided local employment in a community where

unemployment is overwhelming among the youth. Youngsters employed at our Centre are trained to the **Know Hows** on the Culture of Spirulina Cultivation and its benefits. They also participate at the IIMSAM's **CampMaradona@Football Programme** a potent tool to initiate grassroots empowerment processes and holistic education through Football-the most popular sport in the world some **700** youngsters have already participated and there will be a significant increase for the 2010 2011 fiscal year.



IIMSAM's Goodwill Ambassador Diego Maradona, from left: With students from from various educational facilities in Pretoria and students from the Selekelela Secondary School in Soweto, South Africa, 2010. Football Clinic organized by UNICEF photo credit ©Hearfield/UNICEF. Pictures from rt: Official IIMSAM Photos of Campmaradona of some of the campmaradona@ tournament teams & Director Charles Ochome holding campmaradona@ T-shirt.

IIMSAM through its Spirulina Initiatives that have a special priority for the developing countries not only tries to mainstream the use of the micro-algae but also establish lasting capacities and capabilities at the grassroots that initiate a self-sustainable empowerment process. **In a year, when over a billion people shall be impacted by the global food crisis and millions would be left on the threshold of death** especially in the developing and the least developed countries, H.E. Ambassador Remigio Maradona, Secretary-General of IIMSAM made an appeal to the international community to incorporate Spirulina in its food security agenda to deliver the Right to Food to peoples of the world and secure the United Nations Millennium Development Goals.



IIMSAM Secretary General H.E. Ambassador Remigio Maradona stated- *It is indeed heartening to see the positive transformation brought by mainstreaming the use of Spirulina in societies where IIMSAM launched its Spirulina Nutritional Initiatives last year. **Over 100,000 people benefited** in countering malnutrition and various pathologies associated with it successfully in Kenya, where Spirulina was utilised to eradicate malnutrition, achieve food security and bridge the health divide. The common challenges we face demand a cooperative mechanism to address them for the benefit of the humankind. I urge the international community to be a proactive stakeholder in the nutritional initiatives of IIMSAM to bring relief to the peoples of the world especially at a time when the global food crisis has impacted over a billion people and has made them extremely vulnerable. I am confident that Spirulina holds a significant potential to be a panacea in such a crisis situation.*

IIMSAM'S SELECTED HIGH PROFILE GOODWILL AMBASSADORS:



Diego Maradona, Mauricio Macri, Saidi & Mama, Sarah Obama, Stacy Wilson, Terry Whitmore,



E. Wynalda, Peter Rono, Monica Seles, Carolina Herrera, Hussain Al Jassmi

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