



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 Dios 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."

***Mahatma Gandhi***

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## IIMSAM OFFICIAL PRESS RELEASE

UAE SUPERSTAR SINGER ICON **HUSSAIN AL JASSMI** JOINS IIMSAM  
AS ITS GOODWILL AMBASSADOR IN SUPPORT OF THE UNITED  
NATIONS MILLENNIUM DEVELOPMENT GOALS  
(*MDGs#1 Eradicate Extreme Poverty & Hunger*)



Source: Photo Mr. Jassmi's Agent.

(IIMSAM New York, Headquarter 4<sup>th</sup> of January 2010) The Distinguished Award-winning songwriter, singer, musician and UAE Icon **Hussain Al Jassmi** has been designated by The Intergovernmental Institution for the Use of Microalgae Spirulina Against Malnutrition <sup>1</sup> as a Goodwill Ambassador with a focus supporting the United Nations Millennium Development Goals (MDGs) and IIMSAM's Mandate to use Spirulina to fight severe malnutrition in developing countries. **Hussain Al Jassmi's** activism has been pivotal in visiting and supporting the special needs students all over the Arab world who occupy special place in his heart. His career as a recording artist has reflected his concern with humanitarian issues.

He has also participated in “Layali Febrayer” in Kuwait where he attended as a guest of honour in the international celebration of the Palestinian commissariat in Paris which was held with the

<sup>1</sup> IIMSAM is an intergovernmental organization registered under United Nations Treaty Series No. 37542-37543 (June 12, 2001) per Article 102 of the UN Charter. IIMSAM was granted Consultative Observer Status with the UN Economic and Social Council in accordance with Resolution No. E/2003/212 (Mar. 5, 2003). IIMSAM has a *De Facto* Diplomatic status in U.S. soil.

participation of the world stars to support the children of “Gaza”. *Hussain Al Jassmi* has been recognized as one of the superstars of the Arab world for over 10 years. In addition to several Festivals in Bahrain, Syria, Lebanon and Egypt he was the first Arab artist to sing in the famous Lido Hall in Paris, and has appeared on other theaters in Paris, London, Cannes, Geneva and Marbella. In addition to the Arab and world festivals, Al Jassmi has participated in many local events throughout the year 2009 whereby he concluded the third season for the festival of “Shaer Al Malyon” on Abu-Dhabi TV, he also has participated in the end festival of “The Almeedan” program sponsored by his highness Sheikh Hamdan Bin Mohamad Al Maktoum the crown prince of Dubai , as he also participated in the operetta “Sittoun Men Zahab” for Sakr el Arab to honour his Excellency Sheikh Sakr El Nouaimy ruler of The Ras El Khaima Emirate.

*Hussain Al Jassmi, has been a recipient of various distinguished awards among some selected ones are: First position for video clip ‘Bawadaak’ in Video clip festival 2003, Best Gulf Artist in Oscar Poll in Egypt in 2004-2005, Bestowed upon the title ‘Youth Ambassador’ 2006 by the League of Arab States, Was bestowed upon the title ‘Singer of the Arabs’ in 2007 and the award of the Best Arabic Son for his ‘W Bahibek Wahashtiny’, He was also awarded an appraisal prize as the best Arab artist for his annual works by the ART festival for year 2009. His fans bestowed on him the title ‘The Sensitive Artist’ through he Internet, especially after he launched his song ‘Ana Al Shaki’. The magazine “Zahrat Al Khaleej” has honoured him through its 30<sup>th</sup> anniversary and has awarded him the decoration of the best Arab artist of the year, and has given him the name “The Emperor of the Arab song” that his fans adored.*

As an **IIMSAM Goodwill Ambassador** he will advocate for the use of Spirulina in fighting severe malnutrition worldwide as well as support IIMSAM’s goals and mandate by assisting IIMSAM in the gathering of resources to implement its programmes worldwide and making IIMSAM a household name in the GCC & throughout the Arab Region. **The Dar al Muamineen IIMSAM Centre in The Republic of Kenya** uses Spirulina to eradicate deprivations and diseases resulting from undernourishment amongst disabled children and others suffering from malnutrition and HIV/Aids.

### **WHAT THE UN SAYS ABOUT SPIRULINA**

*“There is a need for both national governments and inter-governmental organizations to re-evaluate the potential of Spirulina to fulfill both their own food security needs as well as a tool for their overseas development emergency response efforts”- The UN-Food and Agriculture Organisation (FAO) Report on Spirulina 2008*

*“For WHO, Spirulina represents an interesting food for multiple reasons, rich in iron and protein, and is able to be administered to children without any risk. We at WHO consider it a very suitable food” - United Nations World Health Organization (WHO), Geneva, Switzerland June 8Th, 1993*

*Spirulina- was declared by the United Nations World Food Conference of 1974 as the best food for the future-*



**IIMSAM Photo 2009© From: The IIMSAM Dar al Muamineen Centre, Kenya**

For further Inquiries Please Contact: Public Relations Outreach Unit.

Attn: Ms. Erin Moore, Jr. Adviser

moore @iimsam.org

[www.iimsam.org](http://www.iimsam.org)