



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

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## **IIMSAM OFFICIAL PRESS RELEASE**

### ***IIMSAM APPOINTS LUCIANO LAMONARCA ITALIAN TENOR AS A GOODWILL AMBASSADOR IN SUPPORT OF THE UN MDGs.***



**(United Nations Headquarters, New York, 21<sup>st</sup> July 2008)** Firmly believing in the principle of partnerships to realize the United Nations Millennium Development Goals and the potential of Music in securing peace and development, IIMSAM's Director General **Amb. H.E Remigio M. Maradona** has appointed Luciano Lamonarca as a Goodwill Ambassador in support of the UN MDGs.

Mr. Lamonarca will play an instrumental role in facilitating the organization's initiatives that are aimed to counter severe malnutrition and to achieve the United Nations Millennium Development Goals through cooperation with the Italian Republic an Official Member State of IIMSAM's Intergovernmental Treaty aimed at using Micro Algae Spirulina in order to realize its mandate to make Spirulina a key driver to eradicate malnutrition, achieve food security and to bridge the health divide globally.

He would act as a Special Envoy of IIMSAM's Director-General to the Italian Entertainment Industry, Vatican City and other stakeholders to generate support and resources for the IIMSAM's mandate that will facilitate the necessary resources to launch Spirulina initiatives and other affirmative action programmes of the IIMSAM across the globe.



Ambassador Lamonarca will be performing a Concert on the 18 of September in NYC which will benefit and help to initiate the IIMSAM Spirulina programme in Ghana along with IIMSAM's Official Partners *Voices of African Mothers* and *John William Montessori School* some 1000 children will participate in the IIMSAM Spirulina Programme. IIMSAM will also be implementing its Global Sports for Peace and Development Programme through its **FOOTBALL CAMPMARADONA** Initiative which aims at creating a suitable football pitch so children can enjoy the beautiful game of football as well as be instructed by experience football instructors.



Ambassador Lamonarca will also be performing a Concert in his beloved Italy late this summer that will divert some of the proceeds from this concert to benefit the IIMSAM/BFA Spirulina Programme in Brazil in "Das Pedras" in the City of Forteleza suburb, Brazil to counter malnutrition in Brazil along with IIMSAM's official partner the Brazilian Foundation of America. IIMSAM will also be enhancing the already existing football programme through **IIMSAM's FOOTBALL CAMPMARADONA** Initiative.

Luciano has performed various concerts at United Nations Headquarters in front of Secretary General of UN, Diplomatic Corps, UN Staff and others leaving them every time mesmerised by his beautiful voice.

**In March 2009 GWA Lamonarca will be performing at the UNESCO Auditorium in Paris.**

**Ambassador H.E. Remigio M. Maradona, Director General-IIMSAM Remarks-**

*I take this opportunity to congratulate Luciano who in his young career has exhibited an exemplary act worthy of emulation by others in the entertainment industry to lend his God given talent through his beautiful tenor voice and his immense potential for the offering to help the IIMSAM through its initiatives against malnutrition to make the lives of the affected victims fill with hope, love, and peace for their future.*

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*Support IIMSAM!*

*Support LIFE !*

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FOR MORE INFORMATION ON  
GWA LUCIANO LAMONARCA PLEASE VISIT HIS OFFICIAL WEBSITE

[WWW.LUCIANOLAMONARCA.COM](http://WWW.LUCIANOLAMONARCA.COM)

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For More Information on IIMSAM or its Programmes go to:

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