



**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 APPOINTS MEXICO'S LEGENDARY SINGER EMMANUEL AS ITS GOODWILL AMBASSADOR IN SUPPORT OF THE IIMSAM MANDATE AND THE UN MDGs.**



**IIMSAM Photo: From left to Rt, IIMSAM GWA Emmanuel, IIMSAM S.G. AMB. H.E. R.Maradona, Mexico's P.R. to the United Nations H.E. C. Heller, IIMSAM's Chief of Protocol and Administration H.E. Ambassador Shariar Rahimi**

**(IIMSAM Headquarters, New York, November 18<sup>TH</sup> 2010)** The Intergovernmental Institution for the use of micro algae Spirulina against malnutrition (IIMSAM) appointed the legendary Mexican singer Emmanuel as a Goodwill Ambassador to help the organisation realise a world free of malnutrition and secure the UN MDGs through Spirulina on the 16th of November 2010. The official ceremonies to mark the occasion was presided by *(In picture depicted above)* The Secretary General of IIMSAM, H.E. Ambassador Remigio Maradona, H.E. Claude Heller, Ambassador and Permanent Representative of Mexico to the United Nations and IIMSAM's Chief of Protocol & Administration H.E. Ambassador Shariar Rahimi. Event took place at the Estonian House in N.Y.

*"It's a great pride for me. I offer my time, myself and my ability to benefit the cause. I have to thank those who selected me to this incredible role, which I am very proud. It is a great pride to give a hand to this great cause that is the IIMSAM. So I offer my time, myself and my ability to benefit the cause and do great things especially in my country and the rest of Latin America and the Caribbean. It's very nice to be able to work and learn beside all of the IIMSAM team" said a delighted, " Emmanuel*

The microalga Spirulina is of Mexican origin and was used by the Aztecs as a dietary supplement along with other ancient civilizations across the world. *Spirulina was declared as the best food for the future by the United Nations World Food Conference of 1974.* It holds significant potential to counter malnutrition which is not only the biggest challenge to secure the United Nations Millennium Development Goals but also the leading cause of illness and death worldwide especially in the developing and the least developed countries.

Emmanuel is a legendary singer from Mexico with a special appeal in the Spanish speaking world. He has a career spanning over thirty years and has sold over 17 million albums that have earned him many gold and platinum records. Emmanuel is also one of the main contributors to an environmental movement in Mexico, "*Human-Nature Movement*" which calls for balanced development with the environment.



**The Secretary General of IIMSAM, Ambassador Remigio Maradona while congratulating Emmanuel on his appointment said-** *"It gives me a great pleasure to apprise you all that the endeavours of IIMSAM have now a voice- The voice of legendary singer Emmanuel- that shall help the organisation realise its ambition of a world free of malnutrition through Spirulina. A singer not only provides words a form but also harnesses their potential to connect emotionally with the fellow human being. I am confident that Emmanuel shall help ingrain the cause of IIMSAM and generate support for the initiatives of the organisation not only in Mexico but across the Spanish Speaking world. I welcome him to the IIMSAM family."*

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*Support* **LIFE!**