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**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 Días 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 جوعاً 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 Supports Jordan`s King Abdullah-II Physical Fitness Award



(IIMSAM-Headquarters, New York, N.Y., May 28, 2010)- IIMSAM Goodwill Ambassador and Director of its Middle East Office **Dr. Naseer Homoud** is one of the **platinum sponsor** of the prestigious King Abdullah-II Physical Fitness Award in Jordan which is brainchild of **His Majesty King Abdullah-II** for promoting and securing physical fitness in Jordan. Taking further his cherished goal of supporting the fitness and health endeavors Dr. Naseer Homoud, Goodwill Ambassador and Director of Middle East Office of Intergovernmental Institution for the use of Micro-algae Spirulina against Malnutrition (IIMSAM), an Intergovernmental Observer to the United Nations Economic and Social Council was the platinum sponsor for the prestigious and much acclaimed King Abdullah-II Fitness Award under aegis of Royal Health Awareness Society (RHAS), Jordan. The Kind Abdullah- II Fitness Award, launched by His Majesty King Abdullah II as one of the pilot projects of the Royal Society for Health Awareness whose board of trustees is chaired by Her Majesty Queen Rania Al-Abdullah, aims at inspiring citizens particularly youth generation to improve their physical fitness and make sports essential part of the daily life activities for the ultimate growth of personality thus contribution to health and a fit nation. Jordan`s King Abdullah II and Queen Rania gave out the fifth annual King Abdullah II Award for Physical Fitness Wednesday at the Prince Hamzah Hall at the Al Hussein Sports City in Amman. This year total of 9,535 students of which 3,033 males and remaining 6,502 were female participants.



“It is an honor to be part of this prestigious Award, one of greatest events of Jordan. I believe that this event will further showcase to the rest of world our great nation, our people and our culture. I want to thank RHAS for their

noble work and commitment for making Jordan a nation comprising healthy peoples”, said Dr. Homoud. RHAS and Ministry of Education are encouraging a new way of thinking about lifestyle, activity, mobility and general physical fitness,” said Dr. Homoud. “It is well established that physical activity brings manifold health benefits, but we need to change people’s behavior. The Award provides a roadmap for change, addressing everything from the education of health professionals to zoning laws, school policies and workplace wellness programs.” He said. “Good health impacts everything we do,” Ambassador Dr. Homoud said. “Kids who are healthy perform better in school and are better prepared for successful careers. Workers who are healthy are more productive.” He further added. Answering a question behind his intention to be one of the major sponsor of the event Dr. Homoud said “the sincere and honest efforts to bring healthy generations in Jordan undertaken by His Majesty King Abdullah and Her Majesty Queen Rania Al- Abdullah are indeed admiring; things are now changing in Jordan in extraordinary manner which is only possible under able and visionary leadership of His Majesty and Her Majesty”.

Commending the vision of His Majesty King Abdullah-II who was inspired by president award of USA in guiding policies for King Abdullah-II award under the banner of Royal Health Awareness Society Dr. Homoud said “the massive development of Jordan in all segments of life is indeed due to able and visionary leadership of His Majesty and undoubtedly Jordan is on its way to attain zenith of success under leadership of His Majesty”. Appreciating the role of Her Majesty Queen Rania he added “the courage, enthusiasm and love to country which Her Majesty has are something which is beyond expression. There goes a famous saying ‘where there is a will there is always a way’ and it aptly suits for efforts of Her Majesty in her utmost love and dedication for Jordan”. While lauding efforts of Royal Health Awareness Society in materialization and successful running of the Award Dr. Homoud said “my deep note of thanks are also due for RHAS and I am extremely thankful for their support in providing me an opportunity to be a part of this prestigious event. Over the years the activities of RHAS has proved that it is leaving no stones unturned for securing an image of Jordan as a nation which supports and mandates a healthy .life for all”.

“I believe in the need for a united front to inspire and empower Jordanian to lead more physically active lifestyles,” said Ambassador Dr. Homoud. He further added “I agree that the King Abdullah Physical Fitness Award is an initiative that will help us educate and support our communities, and that this is moving us one substantial step forward toward our ultimate goal.” While underlining importance of Fitness he said “Fitness can be described as the ability to perform daily tasks vigorously and alertly, with energy left over for enjoying leisure-time activities and meeting emergency demands. It is the ability to endure stress, to continue on in circumstances where an unfit person could not continue and is the basis for good health and well-being. He further contended that Physical fitness involves the performance of the heart, lungs and the muscles of the body. What we do with our bodies also affects what we can do with our minds. “Fitness can influence, to some degree, mental alertness and emotional stability”.

He added. Dr. Homoud also outlined about his steps to enhance professional working partnership between RHAS and IIMSAM Mid East Office. He said “we are in contact with management of RHAS and has sent our proposal for working partnership with RHAS to promote health and physical fitness in Jordan”. He highlighted the importance of Spirulina in securing health and hoped that with working partnership with RHAS, his long cherished goal of serving his nation would be accomplished.



IIMSAM’s Director General H.E. Ambassador Remigio Maradona stated-“My deepest congratulations for our Regional Director and Goodwill Ambassador Dr. Naseer Homoud who by his support for this award has proved his dedication and utmost commitment for a healthy society. I also seize this opportunity to express my gratitude for Royal Health Awareness Society (RHAS), Jordan which has partnered with IIMSAM (ME) office in this venture”.

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