



Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition

Permanent Consultative Observer with the United Nations Economic and Social Council

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IIMSAM launches CELEBRATE LIFE with Gruppo Vinicolo Fantinel Spa in Verona, Italy to raise resources to eradicate malnutrition globally



(IIMSAM's Ambassador Manish Uprety with Dr. Marco Fantinel, President Gruppo - Vinicolo Fantinel Spa and goodwill Ambassador of the IIMSAM at the launch of Celebrate Life Merlot in Verona, Italy)

(United Nations Headquarters, New York, 9th April 2008) To realise a world free of hunger and malnutrition, IIMSAM's Goodwill Ambassador and President of the Gruppo Vinicolo Fantinel Spa launched the *Celebrate Life* campaign on behalf of the organization amidst much fanfare during the Vinitaly fair in Verona, Italy. An exemplary act to recognise its global social responsibility and a firm belief in the United Nations MDG's that stress on the need of public-private partnership to realise the millennium development goals; Gruppo Vinicolo Fantinel would contribute **1USD** for each bottle of merlot sold under the Celebrate Life campaign towards the Spirulina initiatives of the IIMSAM that are aimed to eradicate malnutrition globally especially among children.

The launch being a tremendous success saw participation from various quarters of the world. H.E. Ambassador Manish Uprety, IIMSAM's Resident Representative to the Republic of India was the special emissary of **H.E. Ambassador Remigio M. Maradona, Director General-IIMSAM on the occasion and delivered the congratulatory note of the Director-General that stated- *I take this opportunity to congratulate Dr. Marco Fantinel who as a goodwill ambassador of the IIMSAM has exhibited an exemplary act worthy of emulation by the global economic society. Celebrate Life is a great opportunity to celebrate good times while contributing in the efforts of the IIMSAM that strive for the betterment of life through its initiatives that are aimed at eradicating malnutrition especially amongst children. I am confident that this initiative of Dr. Marco Fantinel would play a significant role in the achievement of the United Nations Millennium Development Goals.***