



INTERGOVERNMENTAL INSTITUTION FOR THE USE OF MICRO-ALGAE SPIRULINA AGAINST MALNUTRITION  
INTERGOVERNMENTAL OBSERVER TO THE UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL

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**“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, salvo en la forma de pan"

“Gandí una volta disse: ci sono persone nel mondo cosi' affamate che Dio puo' apparire a loro solo in forma di pane “

Il y a des gens dans le monde qui sont si affamés que Dieu ne peut leur apparaître 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**

## ***IIMSAM OFFICIAL PRESS RELEASE***

**AHMED AL-REYAYSA** THE GCCs NUMBER ONE FASHION DESIGNER APPOINTED IIMSAM's GOODWILL AMBASSADOR TO LEAD THE IIMSAM ***FASHION FOR LIFE*** CAMPAIGN IN SUPPORT OF THE IIMSAM MANDATE AND THE UN MDGs.



**Official IIMSAM Photo:GWA Ahmed Al-Reyaysa with the SG of IIMSAM.**

**IIMSAM NEW YORK HEADQUARTERS, 1 AUGUST 2011**

IIMSAM realising its commitments to the peoples of the world especially a world free of malnutrition and hunger (UN-MDG #1) through Spirulina that was declared by the ***United Nations World Food Conference of 1974 as the best food for the future.*** Malnutrition is by far the most important single cause of illness and death globally with severe negative impacts on the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States. IIMSAM's Secretary General H.E. Remigio Maradona met with Ahmed Al-Reyaysa the premier Emerati Fashion Designer in all of the GCC to discuss his role as

<sup>1</sup> IIMSAM is an ***autonomous*** intergovernmental organization headquartered in New York that is registered under the United Nations Treaty Series No. 37542-37543, dated 12th June 2001; in accordance with the Article 102 of the Charter of the United Nations. IIMSAM was granted an Intergovernmental Observer Status with the United Nations Economic and Social Council in accordance with the Resolution No. E/2003/212, dated 5th March 2003. IIMSAM has a *De Facto Diplomatic* Status in U.S. soil.

IIMSAM's Goodwill Ambassador and the facilitator of the ***IIMSAM Fashion for Life Campaign*** aimed at promoting and branding the name of IIMSAM and the works of IIMSAM in fighting severe malnutrition worldwide and in particular the work that is being done by IIMSAM's **Sheikh Zayed Bin Sultan Al Nahyan Spirulina Feeding Centre**" in Kenya which has saved thousands of lives since its inception in 2009.

**The Secretary General Maradona Stated:** *"I further take this opportunity to congratulate our Goodwill Ambassador Ahmed Al-Reyaysa the GCCs Premier Fashion Designer to express my profound gratitude for his willingness to support the IIMSAM Mandate in the field of Social and Humanitarian Affairs and the organization's ambition of making Spirulina a key-driver to eradicate malnutrition, achieve food security, and bridge the health divide and the need for goodwill global partnership for development is expressed manifestly as an aspiration of the United Nations Millennium Development Goals...And I look forward to working closely along with GWA Al-Reyaysa to achieve the mandate of IIMSAM with concrete deeds on behalf of the less fortunate ones."*

For more information about **GWA Ahmed Al-Reyaysa**  
please feel-free to peruse his official website:  
**[www.alreyaysa.com](http://www.alreyaysa.com)**

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### **BRIEF FACTS ABOUT IIMSAM:**

Accredited as an Intergovernmental Observer to the United Nations Economic and Social Council (*Under ECOSOC Resolution 212/2003 5th of March 2003*). IIMSAM is an **Autonomous** Inter-Governmental Organisation mandated by an International Convention Agreement to disseminate Spirulina as an instrument in fighting severe malnutrition worldwide.

IIMSAM also takes part in Emergency Relief Efforts worldwide. and has "His Royal Highness Sheikh Zayed Bin Sultan Al Nahyan Spirulina Feeding Centre" in Kenya which has saved thousands of lives since its inception in 2009.

IIMSAM has Regional Hub Offices in **Mexico, Uruguay** and the **U.A.E.** led by IIMSAM's Principal and Extraordinaire Goodwill Ambassador: H.R.H. Shaikha Roda Bint Zayed Al Nahyan. IIMSAM is led by a Secretary General headquarter in New York, U.S.A.

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***Support IIMSAM      Support LIFE!***  
***¡Apoya IIMSAM      Apoya Vida!***  
***Soutenez IIMSAM Soutenez LA VIE!***  
***أدعم مركز IIMSAM! أيا د ياةأدعم***

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