



Support IIMSAM Support Life!

**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**

## **IIMSAM OFFICIAL PRESS RELEASE**

**Celebrities, Prominent Personalities and others join push for action on the IIMSAM Mandate and in support of the United Nations Millennium Development Goals:**



**IIMSAM/Photo: Middle of photo: IIMSAM S.G. Remigio Maradona  
And H.R.H. Princess Basma Bint Talal**

**IIMSAM Headquarters, New York, New York 10017 6 December 2010** – Actors, singers, athletes, activist and other celebrities are joining the push for action in support of the IIMSAM Mandate to combat severe malnutrition, hunger and disease, through the use of Spirulina which was declared by the *United Nations World Food Conference of 1974 as the best food for the future*-IIMSAM Announced today. With only five years left until the 2015 target date for achieving the Millennium Development Goals (MDGs) – the eight anti-poverty goals world leaders agreed to at the Millennium Summit in 2000 –IIMSAM is leading a collective effort to accelerate progress towards the goals and in particular goal#1 **Eradicate Extreme Poverty and Hunger.**

On 30 July thru 2<sup>nd</sup> of August the second annual IIMSAM Summit in Amman, Jordan under the patronage of H.R.H. **Princess Basma Bint Talal, in cooperation with the Ministry of Agriculture and the Hashemite Charity Organisation** brought together, Government officials, leaders, celebrities, private sector, foundations and civil society, to commit to the IIMSAM Mandate in support of action agenda to achieve the MDGs.

A group of IIMSAM Goodwill Ambassadors with a track record of speaking out against malnutrition, hunger, poverty are now adding their voice to the call for action. Among those who have joined the effort are the following (shown in pictures below):

**SELECTED IIMSAM HIGH PROFILE GOODWILL AMBASSADORS**



ARGENTINA

Diego Maradona



KENYA

Saidi Obama



KENYA

Sarah Obama



UNITED STATES

Stacy Wilson



USA/VENEZUELA

Carolina Herrera



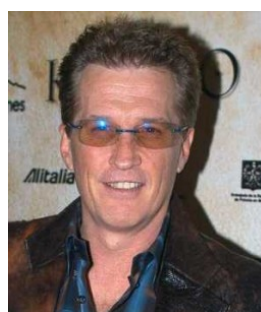
E. Wynalda

USA



Monica Seles

USA/SERBIA



Emmanuel

MEXICO



Amparo Grisales

COLOMBIA



Mauricio Macri,  
Mayor of Bs. As. Arg.



T. Gandhi  
INDIA



Hussain Al Jassmi  
U.A.E.



Sanjay Dutt  
INDIA

*“I thank these outstanding leaders for joining our push to advance progress towards the IIMSAM Mandate to mainstream the use of Spirulina against Malnutrition and hunger U.N. Millennium Development Goals,#1” IIMSAM Secretary-General Remigio Maradona said. “They are household names who are bringing the message of solidarity against the war on malnutrition to homes and communities around the world.” Some of the celebrities and prominent personalities and their ongoing activities include media interviews and appearances at events and in videos and public service announcements. A number of them will be joining the IIMSAM Spirulina Pledge Online Campaign to spread the word and contribute with concrete deeds.*

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