



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

Permanent Observer with 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”

Mahatma Gandhi

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IIMSAM OFFICIAL PRESS RELEASE

**IIMSAM`s Goodwill Ambassadors in the Republic of Kenya
Mama Sarah OBAMA and Said OBAMA lead the expansion of
IIMSAM`s Spirulina East & Central Africa Programme to counter
national food crisis**



U.S. President Barack Obama with his Grandmother MAMA SARAH OBAMA/ Official IIMSAM Pictures from middle to right taken 27 February, 09 @ the Kogelo region of the Republic of Kenya

"IIMSAM`s EAST-CENTRAL AFRICA SPIRULINA PROGRAMME TEAM"

IIMSAM`s Goodwill Ambassador, **Mr. Said Obama**, Director, **Mrs. Els Mulder**, IIMSAM`s Goodwill Ambassador **"MAMA" Sarah Obama**, IIMSAM`s Special Adviser **Mr. Charles Ochome**, Spokesperson of the Obama family.

(United Nations Headquarters, New York, 27th February 2009) To realize its ambition of a world free of malnutrition and hunger through Spirulina, **IIMSAM`s East & Central African Spirulina Programme** would be expanding the current Spirulina Nutritional Initiatives to the Kogelo region of the Republic of Kenya in response to the national emergency declared by **President Mwai Kibaki** due to the severe food crisis.

The goodwill ambassadors of IIMSAM from the Republic of Kenya **Mama Sarah Obama** and **Said Obama**, grandmother and uncle respectively of the United States President **Mr. Barack Obama** shall play a pivotal role to expand Spirulina programmes of IIMSAM to alleviate severe malnutrition and deliver nutritional security to the peoples of the Republic of Kenya.

Kenya recently announced a **national emergency** that was caused by the severe food crisis in the country. According to the International Rescue Committee (IRC) over **10 million people don't have enough food to eat.**

The IRC's survey in the Kakuma division, Turkana North, found that almost 40% of the local people were surviving on just one meal a day. Malnutrition rates among children under the age of five were alarmingly at 22% — that's much higher than the standard rate of 15% which the World Health Organization uses to determine an emergency situation.

IIMSAM aspires to make Spirulina- which was described by the United Nations World Food Conference of 1974 as the '***best food for the future***'- a key-driver to eradicate malnutrition, achieve food security and bridge the health divide with a special priority for the developing and the least developed countries. IIMSAM's East & Central Africa Spirulina Programme uses Spirulina to counter and eradicate malnutrition and other various deprivations associated with it amongst disabled children and other populace disempowered by the critical condition caused by the malaise.

Mr. Charles Ochome, spokesperson for the Obama family will also play a pivotal role of an IIMSAM's Adviser in the implementation of IIMSAM **CAMP MARADONA®**, an initiative of the Director General to use football as a vehicle to promote the mandate of IIMSAM in East-Central Africa.

IIMSAM's Goodwill Ambassadors for Kenya and East Africa **Mama Sarah Obama** and **Said Obama** help the organization promote the use of locally cultivated Spirulina under the IIMSAM East & Central African Spirulina Programme in Kenya and deliver the inherent benefits of the micro-algae to eradicate malnutrition and associated pathologies amongst malnourished children and adults and to the populace that has HIV/AIDS. The very programme while establishing lasting capacities and capabilities not only provides employment to the locale in a country where the unemployment rates are alarmingly high but also localizes the benefits and other spillover effects associated with Spirulina cultivation.



IIMSAM's Director-General H.E. Ambassador Remigio M. Maradona stated- *I take this opportunity to congratulate the entire IIMSAM team in Kenya led by our **Director Mrs. Els Mulder, Mama Sarah Obama, Said Obama, and Mr. Charles Ochome** for their selfless commitment and an incredible work that has been accomplished to deliver nutritional security through Spirulina to the peoples of Kenya especially at a time when the country is undergoing an emergency food crisis that shall severely jeopardize over 10 million peoples risking the danger of starvation. IIMSAM's East & Central Africa Spirulina Programme's existing resources are now being stretched to a maximum capacity and the organisation's strategic mechanisms in terms of capacity expansion are going full speed ahead to deal with the crises. I appeal to all who can to help IIMSAM to help Kenya so that the people of the country can be saved from the catastrophic consequences of extreme malnutrition and hunger.*

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