

## Boys and girls of Generation i, Gastón Acurio and UNICEF ask presidential candidates to include children in their electoral proposals



**Lima, October 6, 2015.** - A few months from the presidential election and for the second consecutive year, UNICEF launched the Generation i campaign, this time with the participation of boys and girls that are the faces of the campaign and with Gastón Acurio, UNICEF's National Ambassador.

During the press conference, María Luisa Fornara, UNICEF Representative in Peru, explained that Generation i will aim to draw attention of candidates and the electorate towards the importance of implementing public policies that guarantee equality of opportunities for all of the boys and girls of the country.

Fornara pointed out that Generation i is a campaign promoted by UNICEF and the National Radio and Television Association with the goal of including children in the electoral agenda. She emphasized that it is called this way because it encompasses the ultimate goal of forming a new generation of Peruvians with 100% of the boys and girls having equal opportunities of fully developing their cognitive, physical and emotional potential.

It is worth remembering that last year, in the midst of the municipal and regional elections, this campaign got the main candidates to the municipality of Lima, among them the current mayor, to sign a letter committing to take into account the proposals of Generation i.

The proposals in favour of children are:

- ✓ ZERO hours labour day,
- ✓ ZERO Tolerance for violent mothers and fathers,
- ✓ Respectful and caring teachers,
- ✓ Growth with nutrition
- ✓ More play hours.



### Investment in children

Later on, the UNICEF Representative pointed out that a country must work with the conviction that only with equality of opportunities for children it will be possible to achieve sustainable development which is the sum of economic development and social development, as established by the Sustainable Development Objectives.

She added, “To each candidate, and in the company of these boys and girls as well as our ambassador Gastón Acurio, and in alliance with the National Radio and Television Association we give you this challenge: Make a difference by putting boys, girls and adolescents in the center of your electoral proposal as a clear sign that you are thinking in the sustainability of the country”

According to the Report on Public Expenditure for children and adolescents, between 2013 and 2014, the investment in children grew 10%.

With regard to the latter, María Luis Fornara pointed out that Peru has made important progress in the area of child care but there is a need to invest in the protection of children even in the most adverse situations. She said, “That under no circumstance there will be

one Sol less invested in the integral development of children and that this will be a quality and opportune investment”.

On the other hand, UNICEF’s Ambassador, Gastón Acurio, dismissed the rumors regarding his candidacy to the presidency. “In the last months there have been speculations on the idea that I want to be a candidate for the presidency, but I want to publicly dismiss this possibility. I will be with them (the children)” he emphasized while reaffirming his commitment to keep on working towards achieving equality of opportunities in the country for all boys and girls to grow well.

He informed that his aim during this election will be to promote this campaign in order to convince candidates about the urgent need to start discussing the issues in favour of children. In addition, he asked the citizens to demand presidential candidates to make public their proposals for the development of children.

Additionally, Gastón Acurio praised that the launching of Generation i takes place this week, when Peru is hosting representatives of the most important world economies. “Let’s remember that they are the ones who make it possible to develop public policies that give new generations the access to quality education, good nutrition, health protection, care and love”

Gastón Acurio was named UNICEF National Ambassador on July 2009 for his commitment with Peru and his efforts in promoting and understanding its cultural diversity.

Campaign video <https://www.facebook.com/unicefperu/videos/975754082471317/>

Download campaign photographs on <http://we.tl/478OXrfnfh>

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