

## PRESS RELEASE

### **LEO MESSI FOUNDATION DONATES US\$100,000 TO UNICEF PARTNERS**

*The donation will support child protection and sport for development projects*

**LIMA, 2 July 2013** – UNICEF Goodwill Ambassador and Argentine football star Leo Messi has donated US\$100,000 to support child protection and sport for development projects. Messi was in Lima today for a charity football match.

UNICEF Representative in Peru, Paul Martin, noted that the foundation's contribution has come during UNICEF's "Buena Onda" (Good Vibe) fundraising campaign. Martin appealed to the Peruvian public and private companies to follow the footballer's good example and support the wellbeing of Peruvian children.

"In Peru, there are many children who could be the Leo Messi of sports, arts or sciences, but they need the opportunities to develop their talents and make their dreams a reality," Martin said. "Thank you Leo for joining us in this work."

The donation will go to two organizations that work with UNICEF to prevent violence, sexual abuse and exploitation of Peruvian children and adolescents.

Half of the funding will go towards "Promoting and Monitoring Child Protection in Early Childhood," a joint initiative between UNICEF and the Centre for Social Studies and Publications (CESIP). This project aims to promote positive parenting, as well as the prevention and detection of violence and early intervention through a community watch system.

The other half of the donation will support "The State and Society against Violence, Sexual Abuse and Sexual Exploitation of Children," a joint project between UNICEF and the Centre for Education and Community Development (CEDEC). This project uses sport as a strategy to prevent violence, sexual abuse and sexual exploitation of children and adolescents.

#### **About the Leo Messi Foundation**

Founded in 2007, the Leo Messi Foundation supports access for vulnerable children to education and healthcare. Messi has also served as a UNICEF Goodwill Ambassador since March 2010.

#### **About UNICEF**

UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: <http://www.unicef.org>

#### **About the Centre for Social Studies and Publications (CESIP)**

Founded in 1976, CESIP is a non-profit organization that promotes social and human development. CESIP works with public and private partners at local, metropolitan and national levels. Since its beginnings, CESIP has worked to promote the rights of children and adolescents. CESIP started specifically combatting abuse and sexual exploitation of children in 1993.

**About the Centre for Education and Community Development**

The Centre for Education and Community Development is a member of Streetfootballworld, a global network of organizations that use football as a tool for social change. CEDEC uses sport to promote education and to develop a sense of citizenship and community in youth. In Lima, CEDEC has also created three "Sport and Life" schools based on these values. UNICEF has worked with CEDEC on supporting adolescents during emergencies and natural disasters, such as the 2007 earthquake in Ica and the 2012 flooding in Iquitos.

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