

IIMSAM-CELEBRATE LIFE



From Left: Director- General of IIMSAM Ambassador H.E. Remigio M. Maradona & IIMSAM's Goodwill Ambassador H.E. Dr. Marco Fantinel.

an opportunity to Celebrate Life



with the world.....

"BUSINESS PRACTICES ROOTED IN UNIVERSAL VALUES
BRING SOCIAL AND ECONOMIC GAINS."

BAN KI-MOON | SECRETARY GENERAL OF THE UNITED NATIONS



Celebrate Life Merlot is the ONLY wine in the world that contributes towards malnutrition initiatives of IIMSAM to eradicate malnutrition and achieve the United Nations Millennium Development Goals.

To help IIMSAM make Spirulina a key driver to eradicate malnutrition, achieve food security and bridge the health divide; IIMSAM Goodwill Ambassador Dr. Marco Fantinel initiated CELEBRATE LIFE MERLOT. The grapes used to make Celebrate Life Merlot are grown in the gravelly soils of the Grave del Friuli Doc area, in the heart of Friuli-Venezia Giulia. The wine is refined in traditional barrels for twelve months before being bottled and sent for distribution.

For each bottle under Celebrate Life Merlot, the Fantinel family would provide USD 1 to various Spirulina initiatives of IIMSAM in the Developing and the Least Developed Countries.

Recognized at the United Nations World Food Conference in the year 1974 as possibly the *best food for the future*, Spirulina according to the WHO can be administered to children without any risk.

IIMSAM's Spirulina Initiatives would help towards saving the lives of over 9 million children lost every year; and to provide adequate nutrition to over 923 million undernourished people across the world.

Please join my family and me as we celebrate the gift of life with CELEBRATE LIFE MERLOT. For every bottle sold, Fantinel donates 1 US dollar to IIMSAM. Open this bottle of wine with family and friends; and share the gift of life.

- **Marco Fantinel**



Celebrate Life Merlot would primarily target to secure the nutritional requirements of children in the Kisumu region of Kenya. IIMSAM-Kisumu Kids Empowerment Organisation (KKEO) programme under the leadership of Director Mrs. Els Wijt-Mulder helps physically challenged orphans/children, with housing, feeding, medical care and education.

In a phased manner, the IIMSAM-KKEO programme would target HIV/AIDS infected and malnourished children; and secure the nutritional needs of children and adults in Kenya and rest of East Africa by mainstreaming the use of Spirulina.

IIMSAM's Celebrate Life initiative would increase the daily production capacity of IIMSAM-KKEO of Spirulina which at present can cater to the need 100 HIV/AIDS infected adults or 200 HIV/AIDS infected children or 500 malnourished children but far from enough to cater to all the malnourished children and people living with HIV/AIDS in Kenya.



I am grateful to my director general Ambassador Remigio Maradona for giving me an opportunity as a physically challenged person, an amputee of both legs, to help physically challenged orphans and children by securing their nutritional needs in order to realize the United Nations Millennium Development Goals.

- **IIMSAM-KKEO Director Mrs. Els Wijt Mulder**



Being a disabled person myself who suffers from post-polio melitis of upper extremities contracted at the age of two, I can empathise and appreciate how CELEBRATE LIFE would affect a positive change in the lives of the disempowered. As envisaged under the United Nations Millennium Development Goals, CELEBRATE LIFE is a manifestation of the Global Partnership for Development that would not only contribute significantly to eradicate malnutrition but also save innumerable lives lost to it by mainstreaming the use of Spirulina.

- **H.E Ambassador Remigio M. Maradona, Director-General-IIMSAM**

For further information on IIMSAM, please contact-



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

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