



**Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition
Permanent Observer to the United Nations Economic and Social Council**

IIMSAM OFFICIAL PRESS RELEASE

Camp Maradona®
"Support IIMSAM, Support Life"



(H.E. Amb. Remigio M. Maradona, Director General-IIMSAM with H.E. Mr. Wilfried Lemke, Special Adviser to the UN Secretary General on Sport for Development and Peace)

(United Nations Headquarters, New York, 1st July 2008) Firmly believing in the principle of partnerships to realize the United Nations Millennium Development Goals and the potential of sports in securing peace and development, IIMSAM explored possible avenues of cooperation when its Director General **H.E. Amb. Remigio M. Maradona** met with **H.E. Mr. Wilfried Lemke**, Special Adviser to the UN Secretary-General on Sport for Development and Peace, on Friday, the 27th of June 2008.

IIMSAM's **CAMP MARADONA** Against Malnutrition, Global Sports for Peace and Development programme initiative that has a special priority for the Developing and the Least Developed Countries recognizes the fundamental right of every human being to sports which is essential for the full development of one's personality. IIMSAM's affirmative action programme **CAMP MARADONA** alongside providing food fortification through Spirulina to counter malnutrition also envisions providing value based education to children and the marginalized and vulnerable through the medium of sports across the globe.

IIMSAM's **CAMP MARADONA** is an extension of **Football4Peace**, a programme that was conceptualized and developed by **H.E. Amb. Remigio Maradona** for WAFUNIF the official Alumni Association of UN System in the year 2001.

CAMP MARADONA is endorsed and supported by its goodwill ambassadors from across the world like eminent footballer **Diego Maradona**, footballer **Eric Wynalda** and Olympian **Peter Rono** among others.

Support IIMSAM Support LIFE !