



**IIMSAM**

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

*“There are people in the world so hungry that God cannot appear to them except in the form of bread”*  
**Mahatma Gandhi**



**IIMSAM OFFICIAL PRESS RELEASE**

## **OBAMA FAMILY IS THE KEY FACILITATOR OF IIMSAM-KKEO SPIRULINA INITIATIVES IN THE REPUBLIC OF KENYA WITH MAMA SARAH OBAMA AS ITS GOODWILL AMBASSADOR TO ERADICATE MALNUTTITION**



(IIMSAM-KKEO Director in Kenya **Mrs. Els Wijt-Mulder** presenting official credentials to **Mr. Said Obama**, uncle of the president-elect of the US **Mr. Barack Obama**)

**(United Nations Headquarters, New York, 6<sup>th</sup> November 2008)** Sarah Onyango Obama, popularly known as MAMA SARAH is IIMSAM's Goodwill Ambassador to further the mandate of the organization to realize a world free of malnutrition and hunger by mainstreaming the use of Spirulina.

IIMSAM aspires to make Spirulina which was described by the United Nations World Food Conference of 1974 as the 'best food for the future'; as 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- Kisumu Kids Empowerment Organization (KKEO) Spirulina initiative which is being led by our Director Mrs. Els Wijt-Mulder uses Spirulina to eradicate various deprivations associated with malnutrition amongst disabled children.



(Mr. Said Obama, Uncle of the President-Elect of the US Mr. Barack Obama with the official IIMSAM credentials)

IIMSAM's Goodwill Ambassador MAMA SARAH OBAMA helps the organization to utilize Spirulina and its inherent benefits to eradicate malnutrition and associated pathologies amongst children and adults who are malnourished and have HIV/AIDS. Spirulina which is cultivated locally by IIMSAM-KKEO in Kenya would be administered under the supervision of Dr. Donald Aboge. The Obama Family of Kenya is the key facilitator of the IIMSAM-KKEO Spirulina initiatives in the country.

IIMSAM would be organizing an official ceremony with MAMA SARAH OBAMA next week in Kenya that would be covered by international media including press and television.

An official delegation led by H.E. Ambassador Remigio M. Maradona, Director-General and IIMSAM's goodwill ambassadors Diego Maradona (Argentina), Peter Rono(Kenya), Carolina Herrera(Venezuela-US) and Dr. Marco Fantinel (Italy) depending on their availability would visit Kenya tentatively in early 2009.

The visit would spread awareness and generate support to mainstream the use of Spirulina in the sustainable development agenda and the realization of the UN MDGs.



(IIMSAM-KKEO Team of Mr. Charles Ochoche, Mr. Frederick Lwamba, Dr. Donald Aboge, Mr. Peter Odipo with Mr. Said Obama)



**IIMSAM's Director-General H.E. Ambassador Remigio M. Maradona stated-** *I take this opportunity to congratulate Mama Sarah and the Obama family in Kenya on the recent success of their worthy son Barack on being appointed as the President-Elect of the United States.*

*I look forward to my visit to Kenya to see the progress made by IIMSAM-KKEO under the leadership of our Director Mrs. Els Wijt-Mulder along with the support of our goodwill ambassador MAMA SARAH and the Obama family. I am also grateful to their support to help IIMSAM mainstream the use of Spirulina to save lives, eradicate malnutrition and realise the UN MDGs. I also look forward to initiate IIMSAM's affirmative action programme **CAMP MARADONA®** that would utilise football as a vehicle to promote education and sports amongst children and the marginalised. I also thank Ambassdor Manish Uprety, IIMSAM's Special Envoy to South Asia for facilitating this cooperation and Mr. Roy Wadia who was intrumental to bring CNN to cover the IIMSAM's initiative in Kenya. CNN would be highlighting IIMSAM-KKEO Spirulina programme on their monthy series **INSIDE AFRICA** in the near future.*

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