



## Confédération Africaine de Football Renews Commitment in Fight Against Malaria Ahead of 2015 Orange™ Africa Cup of Nations

**Addis Ababa, Ethiopia, September 15, 2014** – [United Against Malaria](#) (UAM), a campaign of the [Roll Back Malaria \(RBM\) Partnership](#), commends the Confédération Africaine de Football (CAF) for its ongoing commitment to malaria control in Africa. Today, as part of the agenda of its annual meetings held at the African Union headquarters from the 12 to the 20<sup>th</sup> of September, CAF renewed its commitment to the four social causes for 2015 Orange™ Africa Cup of Nations tournament, including the UAM campaign. This pledge builds on CAF's designation of UAM as an official social cause of the 2013 AFCON tournament, which resulted in an estimated 1 billion people reached with life-saving messages about prevention and treatment of malaria.

“Through our partnership with the United Against Malaria campaign, we have seen the powerful role football can play in reaching Africans with critical health messages and helping protect lives,” said Issa Hayatou, president of the Confederation of African Football. “Continued commitment is essential and CAF remains dedicated to leveraging our unique position to help advance further progress for important health issues, including malaria.”

As part of social cause activities surrounding the 2015 AFCON, UAM branding will be integrated into tournament matches, and television and radio spots featuring Africa's biggest football stars will be aired in stadium and across the continent.

“The Confederation of African Football is a valuable partner in the fight against malaria and has helped us reach countless communities across Africa with life-saving malaria messages that have the power to transform nations for generations to come,” said Mr. Hervé Verhoosel, head of external relations for the Roll Back Malaria (RBM) Partnership. “The Roll Back Malaria Partnership and its United Against Malaria partners applaud CAF's continued commitment to leverage its platform to help rid the African continent of this deadly yet preventable disease.”

For more information, please visit [www.UnitedAgainstMalaria.org](http://www.UnitedAgainstMalaria.org).

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### **The United Against Malaria (UAM) campaign**

United Against Malaria (UAM), a campaign of RBM and managed globally by KYNE, is a partnership of soccer teams and heroes, celebrities, health and advocacy organizations, governments, corporations, and individuals who have united to win the fight against malaria. Our goal is to galvanize partners throughout the world to reach the international target of reducing deaths worldwide. To learn more please visit [www.UnitedAgainstMalaria.org](http://www.UnitedAgainstMalaria.org).

### **The Roll Back Malaria (RBM) Partnership**

RBM is the global framework for coordinated action against malaria. Founded in 1998 by UNICEF, WHO, UNDP and the World Bank and strengthened by the expertise, resources and commitment of more than 500 partner organizations, RBM is a public-private partnership that facilitates the incubation of new ideas, lends support to innovative approaches, promotes high-level political commitment and keeps malaria high on the global agenda by enabling, harmonizing and amplifying partner-driven advocacy initiatives. RBM secures policy guidance and financial and technical support for control efforts in countries and monitors progress towards universal goals.

### **The Confédération Africaine de Football**

The Confédération Africaine de Football (CAF) is an international organization and the football governing body in Africa. It is currently running 11 competitions amongst which the African Cup of Nations (CAN) and the African Nations Championship (CHAN). CAF was founded in 1957. It has a membership of 54 National Associations. The headquarters is located in Cairo, Egypt.