



United Against Malaria Partners with the Confédération Africaine de Football and African Football Stars During 2015 Orange™ Africa Cup of Nations to Combat Malaria

Football Stars Gervinho and André Ayew to Deliver Life-Saving Malaria Prevention and Treatment Messages as Part of New TV Ads

Activities Build on 2013 AFCON, Where 1 Billion Fans Were Reached

Bata, Equatorial Guinea, 16 January 2015 – [United Against Malaria](#) (UAM), a campaign of the [Roll Back Malaria \(RBM\) Partnership](#), has once again joined forces with the Confédération Africaine de Football (CAF) around its flagship football tournament, the Orange™ Africa Cup of Nations, to reach football fans with life-saving malaria prevention and treatment messages. UAM and CAF are also teaming up with leading football players Gervinho (Cote d'Ivoire), André Ayew (Ghana), Seydou Keita (Mali), and Nicolas N'Koulou (Cameroon) to ensure fans pay attention to more than just the football net this tournament.

“The partnership between UAM and CAF has demonstrated the powerful role football can play in reaching Africans with crucial health messages and helping prevent and treat disease effectively,” said Issa Hayatou, president of the Confédération Africaine de Football. “We applaud these football players for their dedication to protecting Africans from malaria, and as an organization committed to protecting the health of players and fans alike, we will continue to work together to combat this deadly disease.”

Due to comprehensive malaria control efforts, tremendous progress has been made – the World Health Organization (WHO) [recently reported](#) a more than 50 percent malaria mortality rate drop in Africa over the past 10 years. But progress is fragile, and malaria still threatens Africa's prosperity. Today, a child dies from the disease every minute, and the disease severely limits economic development, costing Africa an estimated minimum of \$12 billion in lost productivity every year.

“It's critical that we continue to work together to sustain progress in malaria control. By leveraging the largest platform in Africa, we can continue to make a difference,” said David Kyne, campaign manager of United Against Malaria. “The malaria community commends CAF for its unwavering commitment to important social causes, including malaria, to ensure that all children have a chance to achieve their dreams.”

The new UAM PSAs will air in-stadium during the 2015 AFCON tournament and throughout Africa on TV and radio, and can also be viewed on [UAM's website](#).

About Malaria

Malaria is a disease caused by parasites that are transmitted to humans through the bite of an infected mosquito. If left untreated, the infection in its most severe forms can lead to coma and death. Although malaria is preventable and treatable, it continues to kill 584,000 people each year. More than 90 percent of these deaths occur in sub-Saharan Africa, and the majority of them are children under the age of five. Furthermore, malaria contributes to the cycle of poverty and limits economic development.



About United Against Malaria (UAM)

United Against Malaria (UAM), a campaign of Roll Back Malaria (RBM) Partnership, 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 about UAM, please visit our website at www.UnitedAgainstMalaria.org and [YouTube](#) page and follow us on [Facebook](#) and [Twitter](#).

About The Roll Back Malaria (RBM) Partnership

The Roll Back Malaria (RBM) Partnership 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.

About 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 including 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. Its headquarters are located in Cairo, Egypt. For more information, please visit www.CAFonline.com.

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