

Ronaldo and Zidane thank you for eradicating poverty in the UNDP spot

The United Nations Development Programme (UNDP) seeks to galvanize global efforts against poverty by launching a new TV spot directed by world renowned film director Wim Wenders, starring UNDP Goodwill Ambassadors Zinedine Zidane and Ronaldo.

Created pro-bono by the advertising agency Young & Rubicam (Paris) and produced by LDM Productions the spot shot in Paris on 23 April will be released during the second week of October. It will be broadcast worldwide thanks to the generous support of television channels and networks.

In this unusual TV spot, Zidane and Ronaldo simply thank anonymous people in the streets of several cities for what each of them did to help reduce poverty. The aim is to encourage people and institutions alike to take initiatives and cooperate at all levels to succeed in halving poverty everywhere by 2015. This is one of eight goals adopted in 2000 by 191 governments known as the Millennium Development Goals (MDGs) to combat poverty, hunger, diseases, illiteracy, gender gaps and environmental degradation. In 1990 one person out of three in the world lived on less than a dollar a day. This figure has now dropped to one in five. Although this global success is driven by large countries such as China and India, many countries lag behind and 54 have become poorer.



"Being a football fan, I was thrilled to film Ronaldo and Zidane," says Wim Wenders. "But I was even happier to do it for promoting one of the Millennium Development Goals. I believe that every one of these goals must be constantly reminded in order to succeed in building a true partnership to achieve them."

The TV spot is the third one in which Ronaldo and Zidane appear to promote the MDGs in their capacity as UNDP Goodwill Ambassadors for the fight against poverty. "We are half way to the 2015 deadline set by governments for halving poverty," said Ronaldo and Zidane. This is why, with UNDP and other UN partners we are eager to appeal for intensifying efforts so as to speed-up results.

"It was a wonderful experience to be directed by Wim Wenders," say the two soccer stars. "We felt most appropriate to thank people. When it comes to poverty, all actions make a difference. Ultimately, acting on that front is about generosity - that of millions of individuals, but also institutions and governments. We trust the call will be relayed and heard."