



Embargo lift: 11:00AM CET, 18 June 2019

**THE CINEMA MEDIUM AND THE UNITED NATIONS WORLD FOOD PROGRAMME
ANNOUNCE NEW POIGNANT "FEED OUR FUTURE" GLOBAL CINEMA ADVERTISING
CAMPAIGN**

*Premiering at Cannes Lions and to be released in cinemas around the world starting
September 2019*

*Inspired by hunger, the Global Cinema Medium urges audiences
to help the World Food Programme Feed Our Future*

CANNES - Tuesday, 18 June 2019: Following a successful 2018 campaign, SAWA, the Global Cinema Advertising Association, in partnership with the [United Nations World Food Programme](#) (WFP), the world's leading humanitarian organization fighting hunger worldwide, premiered the new "Feed Our Future" cinema advertisement during the SAWA seminar at the Cannes Lions Festival of Creativity. The global cinema ad highlights the potential lost to the world when children's voices are silenced due to hunger.

The 60-second cinema ad was directed by Nick Gordon and conceived by advertising legend Sir John Hegarty and The Garage Soho. Thanks to the support of the SAWA network of Global Cinema Advertising Companies, "Feed Our Future" will air on Cinema screens in more than 30 countries starting in September 2019, with a call to action to help keep children's voices alive by visiting [wfp.org](#) and donating to help save a child's life.

The chilling narrative opens on a scene of destruction torn straight from today's headlines where conflict and hunger are deeply intertwined. We see children playing in rubble and gazing out of bombed-out buildings. Softly, a small chorus of voices begins singing "How Can I Tell You" by Yusuf Islam/Cat Stevens. As the short film progresses, one by one these children disappear until only one voice remains -- an unnerving conclusion that mirrors the harsh realities faced by the 3 million children around the world who lose their lives to hunger or malnutrition each year. The audience is then prompted to help keep the dreams, aspirations, and potential of these children alive by visiting [wfp.org](#).

Once again, the SAWA "Feed Our Future" seminar at Cannes Lions brought together leaders in creativity, entertainment, and humanitarian aid, with remarks from former chairman of Cannes Lions **Terry Savage**, **Sir John Hegarty** of The Garage Soho, Executive Director of WFP **David Beasley**, and Country Director of WFP Syria, **Corinne Fleischer**. The session explored the inspiration behind the global cinema advertisement, the power of the cinema audience and the role of creativity in achieving a world with Zero Hunger.

"Advertising isn't just there for selling stuff. It's also there to help save lives", said **Sir John Hegarty**.

“Cinema has stirred and educated audiences in Cinemas since the first film arrived. Following the success of our Global Cinema ad in 2018, we believe that the medium of Cinema can motivate audiences to create a movement for Zero Hunger”, said **Cheryl Wannell**, CEO of SAWA. “The global cinema medium is inspired by hunger to feed our future, and we are proud to partner with the World Food Programme again this year to support their efforts to minimize the impact of hunger by engaging this very influential audience”.

“Last year, we saw the impact movie audiences can have when they are moved by compassion and urgency to help achieve a world without hunger,” said **David Beasley**, Executive Director of the United Nations World Food Programme. “Thanks to the continued support from SAWA and the Global Cinema Advertising Companies, we believe even more people will be motivated this year to join the cause and help ensure that no children no longer have to worry where their next meal will come from”.

Thanks to the unparalleled support of SAWA and its network of Global Cinema Advertising companies, and the support of UniqueX who will distribute the ad, “Feed Our Future” will air on cinema screens in over 30 countries from September to November 2019, coinciding with the United Nations General Assembly and other major global forums.

At time when 821 million people – one in nine, globally – still go to sleep on an empty stomach each night, the cinema medium is becoming a conduit for individuals to help move the world closer to eliminating hunger.

For more information about the “Feed Our Future” advertisement and campaign, and to learn how to get involved in creating a world with Zero Hunger, please visit: www.wfp.org.

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ABOUT THE UNITED NATIONS WORLD FOOD PROGRAMME

The United Nations World Food Programme is the world’s largest humanitarian organization, saving lives in emergencies and building a better future for people driven into hunger by conflict and the impact of climate change.

ABOUT SAWA

SAWA, the Global Trade Body to the Cinema Medium, builds and develops international standards and best practice for the Cinema Medium; raising the profile through research and marketing initiatives. SAWA’s ultimate aim is to improve communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the

Cinema Medium for brands and agencies. Since 2015, SAWA has supported the UN SDG's and in 2018 and 2019 have partnered with the United Nations World Food Programme (WFP) to support the Sustainable Development Goals (SDGs), SDG2: Zero Hunger.

ABOUT THE GARAGE SOHO

"The Garage Soho is an early stage investor and brand builder. Sir John Hegarty, the creative founder of global advertising agency BBH, and his team at The Garage leverage their experience to increase capital for their portfolio companies. The team works closely with companies on their brand strategy, creative and often media partnerships. In this instance, Sir John wrote and creatively directed 'Feed our Future' utilizing his legendary skill in the communications industry to bring attention and action towards the SDG of Zero Hunger. "