



## United Against Malaria 2013 AFCON Activities

United Against Malaria (UAM) and the Confederation of African Football (CAF) want to ensure that when fans discuss the 2013 Orange Africa Cup of Nations, they remember not only the exciting matches and skill on the pitch, but the important prevention and treatment tools that will help protect them and their loved ones from malaria. Planned activities include:

### Pan-African Media Distribution

Internationally recognized African football stars players including Didier Drogba (Cote d'Ivoire), Samuel Eto'o (Cameroon) and Chris Katongo (Zambia) have lent their voices to help build awareness through television and radio spots that will be aired throughout the continent for the duration of the tournament.

South Africa Airways and Mango Airlines are also airing a unique UAM video that highlights the role of UAM and football to deliver malaria messaging through its partnership with CAF. The video includes important malaria messaging for travelers coming to the games and will air from 22 – 29 January (SAA) and throughout the games (Mango).

### CAF Official Press Briefing – 18 January 2013

UAM will be in attendance at the official tournament press briefing to provide journalists with background on the malaria burden in Africa, progress to date, and ideas for ways to integrate important messages about prevention and treatment into tournament coverage.

### Opening Ceremony – 19 January 2013

During a twenty-minute session prior to kick-off, CAF will officially introduce UAM as a selected social cause of the tournament, airing a three-minute video about the campaign and officially launching the 30-second UAM Drogba television spot.

### Onsite Tournament Activations – 19 January – 10 February 2013

During each 2013 AFCON tournament match, UAM and CAF have planned the following activities:

- A 2:30 minute video spot will be broadcast in stadium, providing an overview of the campaign and its role during the tournament
- One of three UAM 30-second videos will be broadcast in stadium and at each half time, featuring football stars Drogba or Eto'o
- Highly visible advertising placards will be featured on the sideline of each stadium pitch
- All 704 player escorts will sport the UAM logo on their jerseys
- UAM's signature magazine, *GOAL!*, which features a combination of tournament information, football statistics and malaria prevention and treatment messages, will be distributed to all football fans
- UAM and malaria media materials will be distributed throughout all official press rooms
- UAM bracelets will accompany a select number of VIP tickets distributed by CAF
- CAF is distributing UAM messaging to the 16 qualifying teams, encouraging their press officers to include important malaria messaging throughout their individual press events
- Broadcasters will sport UAM lapel pins and bracelets



### **Local Video + Billboard Placement**

The campaign has secured video distribution on 11 top-tier pan-African TV and radio stations, confirmed local-level PSA distribution on national and community stations in more than 10 countries (Cameroon, Chad, DRC, Ghana, Ivory Coast, Liberia, Mozambique, Rwanda, Senegal, Tanzania, Uganda), and placed more than 75 billboards in 13 countries (Angola, Botswana, Cameroon, Chad, Ivory Coast, Kenya, Liberia, Mozambique, South Africa, Swaziland, Tanzania, Uganda, Zambia), reaching millions of people across the continent and around the world.

### **'Africa Kicks Malaria' Facebook Quiz – 14 January – 10 February 2013**

In addition to signature events, onsite activities and a pan-African media campaign, UAM will also host a Facebook Quiz to extend malaria messaging and drum up excitement for the matches. The quiz is live on the UAM Facebook page (<http://goo.gl/r9NIM>) through the end of the tournament. Prizes include autographed football collateral, UAM bracelets and tickets to the tournament finals.

### **UAM Cocktail Reception + Dinner – 9 February 2013**

On the eve of the final match, UAM will host a cocktail reception and dinner with 200 special guests including football and private sector leadership, policy-makers, football stars, celebrities and journalists. The evening will be dedicated to celebrating accomplishments malaria control to-date and announce renewed commitments. The event will be emceed by a SuperSport broadcaster and the organization plans to film the event including exclusive red carpet interviews.

### **Finals + Closing Ceremony – 10 February 2013**

Just prior to the final matches, SuperSport will air a nearly 30 minute video about UAM's presence at 2013 AFCON; the film will be aired across Africa.

UAM will also be a central part of CAF's official closing ceremony as a key element of the in-stadium, on-field and televised program with PSAs running throughout and across the continent.

For more information on UAM, please visit us online at:

[www.UnitedAgainstMalaria.org](http://www.UnitedAgainstMalaria.org)

[www.facebook.com/UnitedAgainstMalaria](http://www.facebook.com/UnitedAgainstMalaria)

[www.youtube.com/UAMalaria](http://www.youtube.com/UAMalaria)

[www.twitter.com/UAMalaria](http://www.twitter.com/UAMalaria)

###