

Video News Release
Kaka, WFP Red Cup Campaign launch
Italian, English
TRT: 03:08
07 February 2008

Reset CTL at first frame

00:00-00:21 Mali, Timbuktu, 14 November 2007

WFP school feeding programme
GV of school children eating

00:21-00:28 Italy Milan

Ricardo Izecson dos Santos Leite (Kaka') WFP Ambassador
Posing with Red Cup for photo shoot

00:28-00:59

Red Cup PSA, English, starring Ricardo Izecson dos Santos Leite (Kaka').

00:59-01:06 Italy Milan

Kaka SOT in Italian: Ricardo Izecson dos Santos Leite (Kaka') WFP Ambassador
“I support the Fill the Cup Campaign because food is vital for childrens’ future” (“ Io sostengo la campagna fill the cup perche’ un pasto a questi bambini e’ importante per il loro futuro.”)

01:06-01:23 Kenya, Kibera, 21 March 2007

Drew Barrymore-WFP Ambassador assisting at WFP school feeding program
Drew Barrymore, WFP Ambassador, serving food to school children

01:23-01:52 Kenya, 19 March 2007 - Riwo School, WFP School Feeding

GV of school children eating

01:52-02:03 North Korea October 2006, WFP School Feeding

GV of school children eating

02:03-02:12 Honduras, March 2007, WFP School Feeding

GV of school children eating

02:12-02:24 Sudan, Juba, 27 April 2007, Kaku Primary School, WFP School Feeding

Woman preparing food, school children eating

02:24-02:44 Italy, Rome 06 February 2008

SOT World Food Programme Executive Director, Josette Sheeran
“ This is the cup that we serve 20 million children a year...a cup of porridge which is often their only food for the day. It costs only one Euro a week to fill this cup, and for many children this is all the food they’ll get. This red cup, all over the world, we see is the most precious possession that many of these children have. “

02:44-03:08 Sudan

WFP airplanes takes off, food airdrop

END