

PRESS RELEASE

UNICEF launched the seventh edition of its campaign, Buena Onda

Public personalities have joined this initiative to unite for children

Lima, June 11th 2013 – The United Nations Children’s Fund, UNICEF-Perú, has launched its 7th edition of Buena Onda with a grand celebration.

This year’s campaign, usually identified by its red noses and crayons, has embraced a new approach; encouraging Peruvians to join UNICEF and become ‘socio’. This means a long-term contribution targeted towards UNICEF’s actions to benefit children in the six regions when UNICEF is present: Amazons, Apurímac, Ayacucho, Cusco, Loreto and Ucayali.

Paul Martin, the representative of UNICEF-Perú, restated that Buena Onda (www.buenaondaperu.org) is more than a fundraising campaign. It is an opportunity to promote an understanding from the Peruvian society that there is a need to reduce inequities existing children from different social classes.

FACES OF BUENA ONDA

Mónica Sánchez and Marco Zunino have been the face and the voice of Buena Onda for the last four years. Both reaffirmed their promise towards the well-being of Peruvian children as they announced their decision to join UNICEF and become socio.

The actress, Mónica Sánchez, who is also an Ambassador of UNICEF, mentioned how lucky she feels to be able to witness how the international organization works with families and communities in the most remote and isolated regions of the country to guarantee a comprehensive development of children.

For its part, Marco Zunino announced that he was going to travel to Ucayali in the coming days to participate in the record a brief communiqué for Buena Onda on the Intercultural and Bilingual Education.

During the launch of our campaign, many outstanding figures of the artistic and musical world were present. As such, there was the singer and UNICEF Ambassador Dina Páucar, the actresses Melania Urbina and Lorena Caravedo, the actors Andrés Wiese, André Silva, Jason Day, Ernesto Pimentel and Orlando Fundichely and finally the famous producer Jaime Mandros “Choca”.

SCHOOL MOBILIZATION

UNICEF has develop, within the framework of Buena Onda, a contest between high school La Onda de mi Cole that allows students to express themselves on various issues that affect children and teenagers. They have to fulfill different challenges throughout the six-week duration of the game. To do so, they have to get their whole school involve in the game: the school director, students, teachers, parents, alumni, neighbors and authorities of the community.

This year Mayra Couto and André Silva, two charismatic and young artists, fulfill the important role of motivators and spokesmen of the contest. Accordingly, they have committed to visiting the participating educational centers.

JOIN BUENA ONDA

You only have to call 0800-77-27-4 and give your debit and credit card information to join Buena Onda and become UNICEF's socio. There is no minimum or maximum amount that you have to monthly commit to in order to join UNICEF.

Like previous years, Peruvians also have the opportunity to support this campaign by purchasing red noses and boxes of crayons Buena Onda in sale in various participating supermarkets and stores, as well as during our events in Plaza Norte.

BUSINESSES AS ALLIES

Paul Martin emphasized that this campaign is only possible with the support of participating businesses such as América Televisión that has included airtime for the closing event of Buena Onda in its regular programming since the first year of this campaign. Mr. Martin also recognized the support of the shopping center Plaza Norte where this year a variety of events will take place.

Furthermore, Martin highlighted businesses that support our campaign, namely: Alfa Tv, Basuka, Centro Suizo Relojero, Corporación Radial del Perú, Editorial Bruño, Gloria, Grupo El Comercio, ISA REP, Kazoo Audio, LAN, Lunatic, Media Networks, Metro, Noticias Perú, Oechsle, Plus Tv, Publicis, Pulp, Saga Falabella, Telemark and Wong.

Finally, Mr. Martin thanked the individuals and companies that collaborating in the completion of the game and the award-giving of the contest La Onda de mi Cole. These are Agrupación Warma Llaqui, Centro de Locución y Expresión Oral de Gina Parker, CEDAPP, Daniel Lazo, Escuela D1 Dance de Vania Massias, Escuela de Fútbol de Oscar Ibañez, Editorial Bruño, Gonzalo Calmet, Kalimba, Mad Science, Mago Bruno Tarnecci, Mágicogato, La Tarumba, Notaria Benvenuto, Radio Moda, Radio Planeta and Teatro La Plaza.

You can access a digital copy of this press release in Spanish on the link below

- http://www.unicef.org/peru/spanish/media_27295.htm

You can download pictures of the event here: <http://we.tl/Q6i1CqAc0q>

You can share videos of the campaign from

- <https://www.youtube.com/watch?v=5nZMsn43pak>
- <https://www.youtube.com/watch?v=5WDjTDVCGaQ>

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