KIDS AGAINST MALARIA

ABOUT THE PROJECT

Every day over 1,200 children die of malaria. 70% of all deaths are children under the age of 5.

Kids Against Malaria is a multi-language musical project about malaria treatment and prevention, inspired by the children from the International Center of Art and Music at Ouidah (CIAMO). Kids become the voice to create awareness and promote solutions for this deadly, but treatable disease. A team of Beninoise and internationally acclaimed musicians and filmmakers worked alongside the kids of CIAMO and Grammy Award-winning musician Angelique Kidjo, to produce a multimedia musical PSA that promotes current informational and solution based content about Malaria.

Kids Against Malaria: the song, ringtones, the music video, and the behind the scenes film will be widely distributed and available across transmedia platforms which will include, cell phones, television, radio and social media digital outlets. This project marries the arts, technology, and social media outlets to educate and promote solutions for combating the deadly, but treatable disease of malaria. Kids Against Malaria was formed with the support of the U.S. Embassy in Benin, U.S. Department of State, the Centers for Disease Control and Prevention, Peace Corps, Harvard University, UNICEF and USAID.

WATCH THE TRAILER

WATCH THE MUSIC VIDEO

GO BEHIND THE SCENES

RELEASE DATE-DECEMBER 9: Please do not release prior to this date

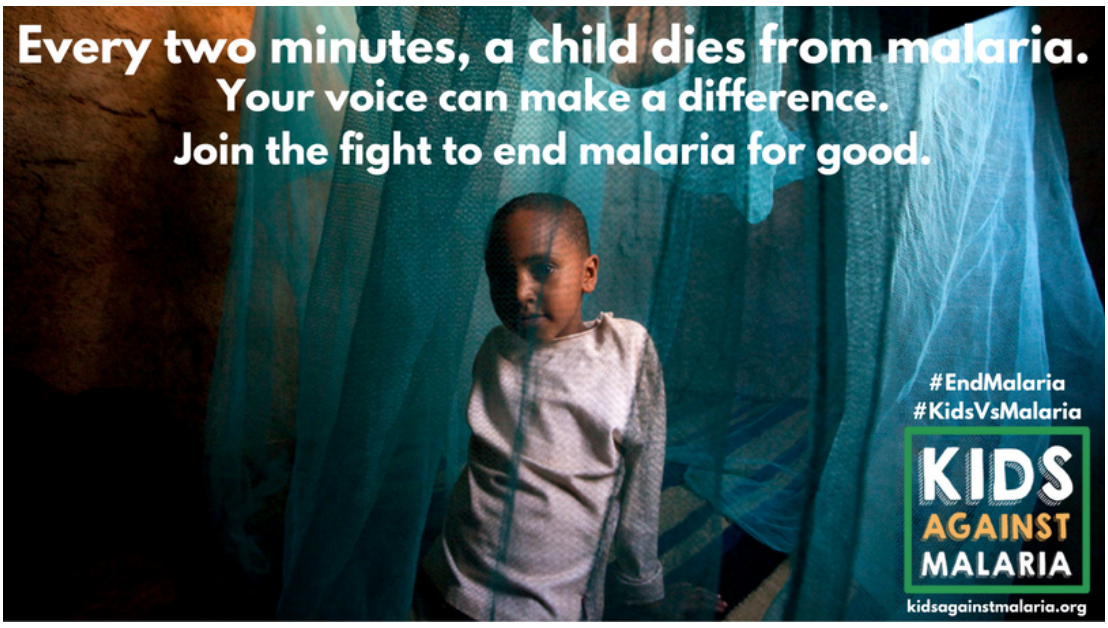
[DOWNLOAD THE SONG]

CONNECT WITH KIDS AGAINST MALARIA

www.kidsagainstmalaria.org

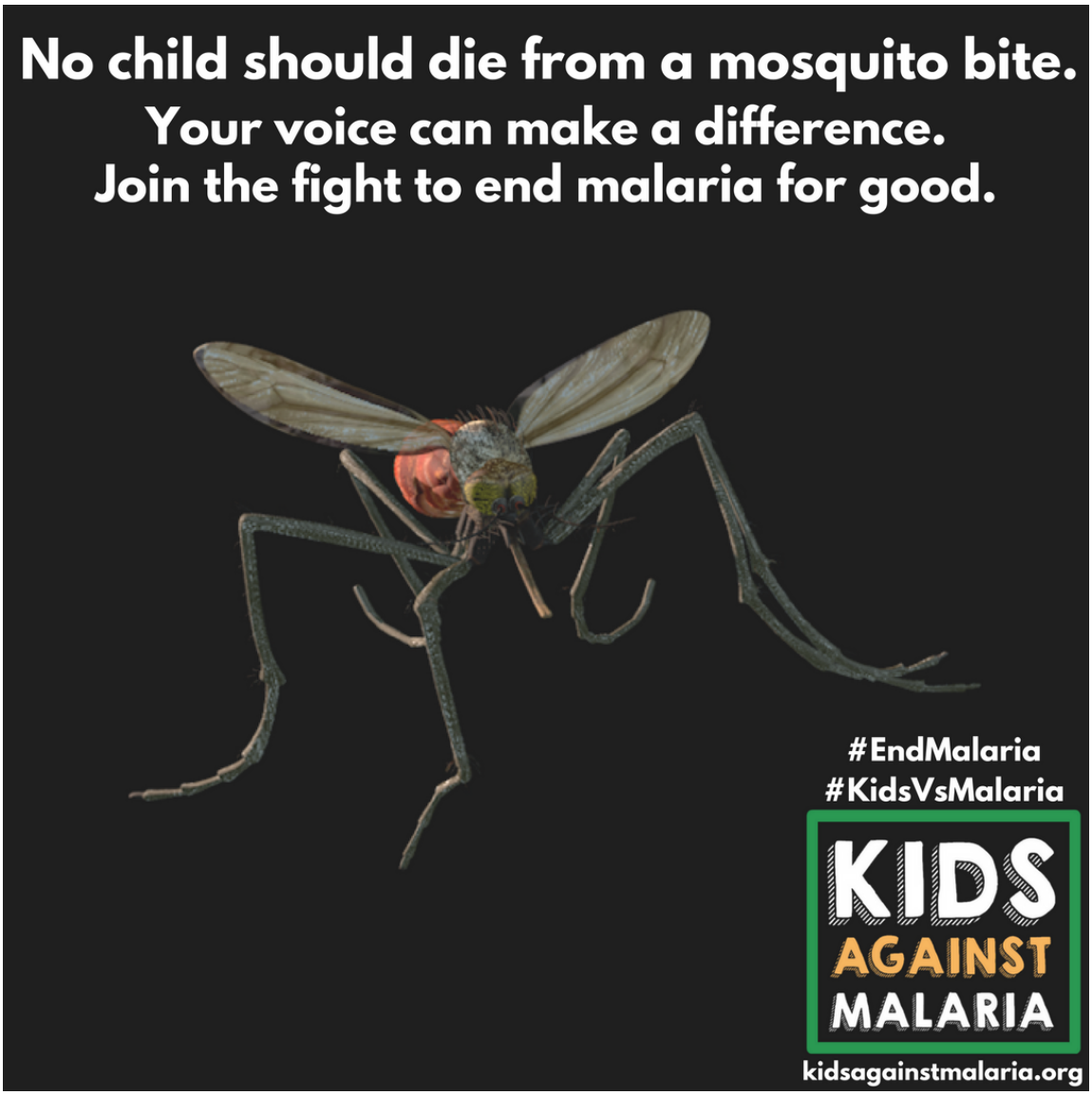
@kidsvsmalaria

Join the conversation using #KidsVsMalaria



No child should die from a mosquito bite.
Your voice can make a difference.
Join the fight to end malaria for good.
#EndMalaria
#KidsVsMalaria
KIDS AGAINST MALARIA
kidsagainstmalaria.org

Music empowers young people to use their voices.
Join Kids Against Malaria to make a difference.
KIDS AGAINST MALARIA
kidsagainstmalaria.org
#KidsVsMalaria



DOWNLOAD IMAGES HERE

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PRESS RELEASE

FOR IMMEDIATE RELEASE

INTERNATIONAL MUSICIANS & ARTISTS UNITE TO BRING WORLDWIDE AWARENESS TO MALARIA

ANGÉLIQUE KIDJO, ANTIBALAS, LOGOZO, GANGBE BRASS, MARTÍN PERNA, DAH KIDJO, SARAH DUPONT AND JON FINE WORK WITH THE CHILDREN FROM CIAMO SCHOOL OF ART & MUSIC TO PRESENT 'KIDS AGAINST MALARIA'

A NEW SONG AND INFORMATIVE MUSIC VIDEO BEING RELEASED ON DECEMBER 2, 2016

Can a song help stop the spread of a deadly disease? The Kids Against Malaria hope so. The message of their song is simple: sleep under an insecticide treated mosquito net and get to a doctor as soon as you're feeling sick.

Despite fading from the headlines, malaria is still endemic in much of the world. About 3.2 billion people - nearly half the world's population - are at risk. The disease, spread by the bite of female mosquitoes infected with Plasmodium parasites, is most deadly for pregnant women and children under the age of five. 1,200 children a day are dying from malaria around the world. And malaria is both preventable and curable.

The Kids Against Malaria campaign began with a song written by teacher Sim D' Souza and his students at an elementary school in Benin, West Africa known as CIAMO (a French acronym for "The International Center for Art & Music in Ouidah"). The one of a kind arts school sits under the shade of giant Iroko trees in the beautiful coastal village of Ouidah. CIAMO was founded in 2010 by award winning environmentalist, educator and filmmaker Sarah DuPont and her good friend and humanitarian Gigi Hancock, wife of Herbie Hancock. The school, which now has 500 students is a thriving, free community-based school and after school program for kids ages 5-12 run daily by Dah Kidjo, brother of international star and musical icon Angélique's Kidjo.

The kid's song made its way to musician and filmmaker Jon Fine, who immediately saw the possibility for using the project as a tool for increasing awareness around malaria prevention and treatment. Jon, a documentarian who's work includes "Herbie Hancock: Possibilities" and Bill Withers' "Still Bill," produced the song by enlisting the support of an all-star group of musicians to play on the song including Martín Perna, members of afrobeat band Antibalas, Logozo, Gangbe Brass and Grammy award winner and UNESCO Goodwill Ambassador Angélique Kidjo.

From there, the project took on a life of its own, as artists, communities, filmmakers and organizations came together in support to launch "Kids Against Malaria," a multi-language musical project focusing on malaria treatment and prevention. With the international team, they filmed and recorded in NY and Benin with support from the US Embassy in Benin, UNICEF, The President's Malaria Initiative, USAID, Peace Corps, the CDC, The UN Foundation and Harvard University.

"Sarah and I talked about ways to amplify the student's message," Jon relays. "We were thrilled when Angélique Kidjo jumped on board to reimagine the song and film with the students. To produce Kids Against Malaria, we brought together a remarkable team from Benin, the USA and France. With support from the US Embassy in Benin, USAID, The State Department, UNICEF and the Centers for Disease Control and Prevention (CDC), we refined and shaped the narrative of the video, designing a message that works on radio, TV and online. This message is urgent, despite fading from the headlines; we must keep the fight against malaria high on the international agenda. This is a disease that we can beat."

Co-producer Sarah DuPont adds that, “As the co-founder of CIAMO, I became intrigued with the idea of empowering our kids to use the arts to create their own musical voice against the most virulent killers of children today - malaria. The Kids Against Malaria project showcases our greatest abilities as humans to create beauty, problem solve and work together for a safer and better world.”

“I am a great believer in music as being the ultimate weapon to break silence and to move things forward,” says Angélique Kidjo, who in 2013 was dubbed "Africa's greatest living diva" by National Public Radio. “You hear the joy the children have in singing this song. It is about time we really tackle the eradication of malaria in this world.”

From the tiny classroom in Ouidah, the kid’s message has been amplified to be shared globally on radio, online and on TV. Kids Against Malaria is a call to the world to keep the focus on the fight for the elimination of malaria. Malaria is a disease we can beat, awareness and political will are key. This disease affects children and mothers, the most vulnerable population disproportionately. Help them spread the word!

From downloads, to music videos, to ringtones, to educational videos, to social media initiatives and more, all monies earned from the song will benefit CIAMO School of Music (for arts education), The UN Foundation's Nothing But Nets campaign (to purchase nets) and Harvard University’s Defeating Malaria: From the Genes to the Globe initiative (for Malaria research).
For more on information about the Kids Against Malaria project, please visit Kidsagainstmalaria.com.

Special thanks to: CIAMO Students, Angélique Kidjo, Jean Hebrail, Logozo, Antibalas, Gangbe Brass, Sarah DuPont, Jon Fine, Martín Perna, Dah Kidjo, Sim D’Souza, Herve Cohen, Heather Mytelka, Ambassador Lucy Tamlyn, Paco Perez, Chris Schirm, Hadrien Bonnaud, Kanishka Gangopadhyay, US Embassy in Benin, Benin Ministry of Health, ISMA, UNICEF, USAID, Harvard University, United Nations Foundation and the Peace Corps.

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ABOUT MALARIA

Malaria is a disease caused by Plasmodium parasites, which is transmitted through the bites of infected mosquitoes. Each year, an estimated 214 million people are infected with malaria, causing approximately 438,000 deaths – mostly children under the age of five.

Malaria is particularly devastating in Africa, where it is a leading killer of children. In fact, there are 10 new cases of malaria every second. Every 2 minutes, a child in Africa dies from a malaria infection and 90% of all malaria deaths occur in the region. When combined with HIV/AIDS, malaria is even more deadly, particularly for pregnant women and children.

- **Nearly half of the world's population is at risk of malaria.**
  Approximately 3.2 billion people are at risk of malaria. In 2015, there were an estimated 214 million malaria cases. Young children, pregnant women and non-immune travelers from malaria-free areas are particularly vulnerable to the disease when they become infected.

- **There were 214 million new cases of malaria worldwide in 2015.**
  Africa accounted for most global cases of malaria (88%), followed by South-East Asia (10%) and the Eastern Mediterranean region (2%).

- **90% of all malaria deaths occurs in Africa.**
  In 2015, there were an estimated 438,000 malaria deaths worldwide. Most of these deaths occurred in Africa Region (90%), followed by South-East Asia (7%) and the Eastern Mediterranean region (2%).

- **Children under 5 are at high risk of malaria.**
  In areas with high transmission of malaria, children under 5 are particularly susceptible to infection, illness and death. More than two thirds (70%) of all malaria deaths occur in this age group. In 2015, about 305,000 African children died before their fifth birthdays.

  (Source: WHO)

Angelique Kidjo on malaria: “We have to come up with a different way of campaigning to save more lives”

On November 8, 2016, the U.S. Embassy and the International Center for Arts and Music of Ouidah (CIAMO) launched the Kids Against Malaria campaign, in collaboration with UNICEF, the State Department, and the University of Harvard. The campaign centers on a song performed by the children of CIAMO entitled: “Your Time Has Come, Malaria” and promotes malaria prevention and treatment.

For the campaign, international music artist, Angélique Kidjo, who is featured in the song with the CIAMO children, sat down for an interview to highlight the need to improve prevention and treatment for a disease that is constantly evolving.

“For decades, malaria has only been seen through the lens of Africa. Insects travel. Humans travel. So if there’s an issue somewhere in the world and we don’t fix it, sooner or later, it will come to our shore,” the singer said.

For Kidjo, poverty is one of the main causes of malaria expansion. She gave the example of people using mosquito nets to fish and feed their family, who then not only expose themselves to malaria, but also to food poisoning. “The nets are misused, but what are we doing to make sure that every country is able to create jobs, to enable people to live decently?” she asked. “We need to strive towards economic and social justice. Unless we fix that, we are just going to save couple lives rather than billions.”

Kidjo believes proper sanitation infrastructure could serve that purpose. Due to the lack of garbage collection facilities, people throw waste in sewers that get clogged and create stagnant water which produces mosquito larvae. “Every problem has different solutions and different approaches,” she noted. “It is about finding solutions that cost no money, but improve people’s lives.”

The singer also addressed the fact many Beninese do not go to the doctor when feeling sick because they do not want to miss a day of work and not get paid. “All of this requires a change in the mindset. We must stop our Benin way of thinking that malaria is something okay to live with.”

Kidjo said campaigns on malaria have been ongoing for years and made some progress. However, she stressed this progress has not decreased the number of people dying from the disease every year. “So I think we have to come up with a different way of campaigning and to talk about progress we made, where we are and how we move from that point to save more lives.”

The Grammy Award-winning music star believes music has the power to transform people’s abilities to lead their own lives. “Music is a part of our daily life in Africa. We play music on every occasion. And this song [Kids Against Malaria] will trigger a response from a family that maybe had been saying ‘we don’t need mosquito nets.’ And then suddenly goes ‘Oh I like this song, let’s try the mosquito net.’ That’s a thing music can do because it is an independent choice. It is not imposed upon you.”

Kidjo wished music be taught in every school of Africa because it sparks children’s curiosity and thirst for knowledge. “That’s what you hear in the voice of those kids. They are assertive in their singing.”

For more information on the project *Kids Against Malaria, visit the website*: www.kidsagainstmalaria.org