



Desperate times call for extraordinary measures

THE FAMINE & THE BLESSING

A Fast for Relief in the Horn of Africa



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Date of 24 Hour Fast:

September 15, 2011 8pm kick-off to September 16, 2011 8pm closing.

Celebration Party:

September 16, 7pm-9pm at The Chinese Cultural Centre of Greater Toronto
5183 Sheppard Avenue East, Scarborough, ON M1B 5Z5

Co-organizer & Venue Sponsor:



Media Sponsors:



Supporting Youth Groups:



Children are literally starving to death in the worst famine to hit the Horn of Africa in over 60 years. But we can do something about it. Together, today!

A consortium of concerned individuals and community groups across the Greater Toronto Area are calling for a 24 hour fast. It's a unique event called **The Famine and The Blessing**, to be held Thursday, September 15 to Friday, September 16, to raise desperately needed funds to help feed and care for starving children and their families through UNICEF who is on the ground providing relief in Somalia, Kenya and Ethiopia - the worst hit regions suffering drought and hunger. The greatest impact is on young children, many of whom are dying on their way to refugee camps. They are severely malnourished, lack health care and education, and suffer from trauma and displacement.

"I see a need and I want to help," explains Carson Young, a freelance designer and local artist and a driving force behind The Famine & The Blessing initiative.

"How can you not respond? I can't begin to imagine the desperation, imagine my own child dying in my arms from a lack of food or water. It's really a crime against humanity. We can't stand by on the sidelines. So I decided to fast and I asked my friends, family and others to join me. It's a small, but I think symbolic, act of solidarity with those suffering hunger."

"I was honoured to join my friend and see his action," says Judy Thomas, Director, International Banking Solution & Services, Scotia Bank, and one of the volunteer organizers of The Famine & The Blessing. "We are amazed at the initial response. So many different people want to be a part of this. I hope we manage to raise significant funds and awareness."
If you give before September 16th, the Government of Canada will even match your donation.

The invitation is open to everyone. Help those who are on the frontlines of the famine.

www.unicef.ca/thefamineandtheblessing

For more info:

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www.facebook.com/thefamineandtheblessing

About UNICEF

UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we save children's lives and secure their rights in virtually every country. Our global reach, unparalleled influence on policymakers, and diverse partnerships make us an instrumental force in shaping a world in which no child dies of a preventable cause. UNICEF is entirely supported by voluntary donations and helps all children, regardless of race, religion or politics. For more information about UNICEF, please visit www.unicef.ca.