

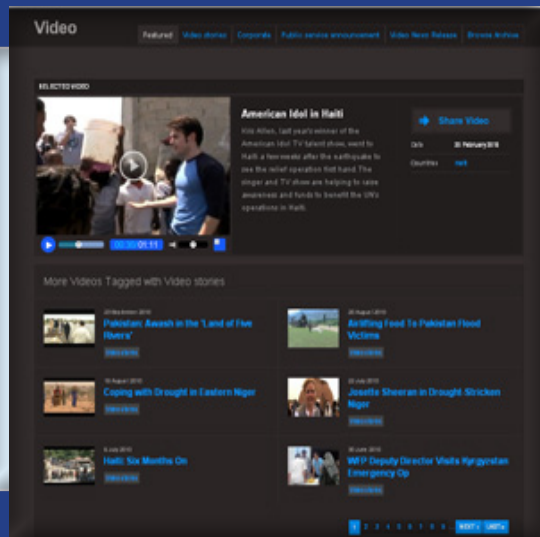
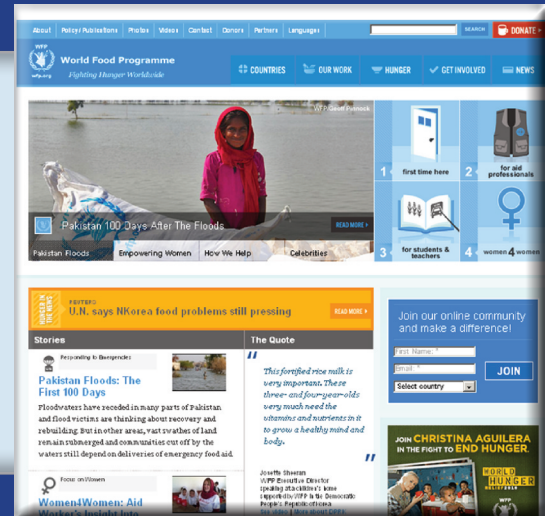


World Food Programme Youth Outreach Media Kit Online and Multimedia Content

Engaging, Multimedia Website

Interactive site with photo, video, and news content. Engages users through blogs, forums and comment features.

Over 800,000 page views per month
High engagement rates (over 3 minutes/visit)
Site available in 19 different languages



Unique Video Content

Over 370 videos filmed in locations all over the globe. Many films feature unique footage from the frontlines of the fight against hunger, in areas inaccessible to media personell. Content varies from front-line flipcam footage to entire series of journeys in the field. Our newest video series, "On The Road" follows staff members from Myanmar to North Korea as they carry out and monitor WFP field missions.

Freerice 2.0

Online, social game in which players answer questions and for each correct answer, 10 grains of rice are donated by advertisers to feed the hungry around the world.

Over **3,000,000** monthly visits
117,750 registered players
Average players are **students**



WFP Ambassadors

Drew Barrymore, actress and producer
Christina Aguilera, singer
Howard Buffet, philanthropist and environmentalist
Paul Tergat, marathon runner
Kakà, soccer player
Mahmoud Yassin, actor
Cesaria Evora, singer
Ronaldinho, soccer player



Celebrity Partners

Rachel Weisz, actress, UK
'Cat' Cora, Chef, USA
Sean Penn, actor, USA
Sheryl Crow, singer, USA
Thievery Corporation, rock band, USA
Esperanza Spalding, singer, USA

Food Force

Educational video game which gives kids a chance to see what it is like to be on a WFP mission. Food Force can be played in English, French, German, Portuguese, Norwegian, and Suomi.





Facebook
36,511 “Likes”
 Updated daily

YouTube Channel
175,933 Channel Views
1,693,599 Total Video Views
3,748 Subscribers
1,735 Friends



Twitter
64,374 Followers
1,305 Tweets
 Updated daily