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 personnel.
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 filed 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 ChannelViews
1,693,599 Total Video Views
3,748 Subscribers
1,735 Friends

Twitter
64,374 Followers
1,305 Tweets
Updated daily