

IIMSAM

The Autonomous Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition

PRESS RELEASE

IIMSAM Mexico

OPENING OF THE IIMSAM OFFICIAL OFFICE COMPLEX 2010

IIMSAM-Aguascalientes, Mexico 2010 IIMSAM Delegation at the Prestigious National Assembly of the Mexican Government in Mexico City

From Top: Mexican Congressional Members Ms. Narcedalia R. Pineda & Margarita Gallegos IIMSAM'S Secretary-General R. Maradona Signing Agreement

(IIMSAM-Official Photo 24 April-2010) Adrián Ventura Dávila, President of the DIF Municipality, Roció Ávila López, First-Lady, Secretary-General of IIMSAM

(IIMSAM-Photo-NewYork-2010) IIMSAM-Goodwill Ambassador in Mexico singing icon “Emmanuel”, SG Maradona and Permanent Representative of Mexico to the United Nations H.E. C. Heller The Secretary General of IIMSAM, Ambassador Remigio Maradona while congratulating Emmanuel on his appointment said- “It gives me a great pleasure to apprise you all that the endeavours of IIMSAM have now a voice- The voice of legendary singer Emmanuel- that shall help the organisation realise its ambition of a world free of malnutrition through Spirulina. A singer not only provides words a form but also harnesses their potential to connect emotionally with the fellow human being. I am confident that Emmmanuel shall help ingrain the cause of IIMSAM and generate support for the initiatives of the organisation not only in Mexico but across the Spanish Speaking world. I welcome him to the IIMSAM family.” The Spirulina Miracle of Chiapas, Mexico – 2011/12 The IIMSAM spirulina advocacy in the State of Chiapas through the goodwill work and lobbying efforts of IIMSAM's Goodwill Ambassador “Emmanuel” with support from the IIMSAM-Mexico delegation led to the chapter of the Mexican National Agency D. I. F. (for Integral Development of the Family) to implement a massive state-wide spirulina distribution programme to combat malnutrition with concrete deeds. This was a major step forward on an unprecedented scale in spirulina distribution since the programme inception in 2011. Representing +7% of the State population and +3% reduction on the State Malnutrition Index. (Source DIF-2011. See also graph below.)

Left: U.N.D.P. Resident-Representative Mr. Magby Martinez Soliman & “Emmanuel” Center: The Fmr. First Lady of Chiapas, Ms. Isabel Aguilera de Sabines signing agreement with IIMSAM GWA Emmanuel. Right: The Fmr. First Lady with UNDP-RR Magdy M. Soliman and selected participant benefactors children of programme The Fmr. First Lady of the State of Chiapas, Mexico & President of the Chiapas-Chapter of the Mexican National Agency (National System for Integral Family Development (DIF) Isabel Aguilera de Sabines signed the Agreement between the DIF and the Intergovernmental Institution for the Use of Microalgae Spirulina Against Malnutrition (IIMSAM) to combat malnutrition on an unprecedented scale in Chiapas using Spirulina Platensis as a food fortifier in the form of a cookie, soup power containing 3 grams of spirulina sufficient for a daily intake.

The FMR. FIRST-LADY OF CHIAPAS MS. DE SABINES STATED: “I thank IIMSAM by this agreement, they have advised us to fight malnutrition in Chiapas,” said Isabel Aguilera de Sabines, president of DIF Chiapas “I invite all the children, who are experts in the use of internet, to seek the benefits of algae “Spirulina Max,” to know and see which has better meat proteins, vitamins and minerals that are essential for development, especially mentally,” she said. The use of Spirulina is recommended to combat malnutrition and sustainable development by the Organization of the United Nations through the IIMSAM, because it contains more digestible protein than meat or soya, minerals (potassium, calcium, zinc, magnesium, manganese, selenium, iron and phosphorus) as well as vitamins (the entire complex of B vitamins, and vitamin E). Therefore, in Chiapas this super food has been included in our daily meals food programs as a fortifier that is provided to children, and pregnant women to combat malnutrition.” (Edited-translation from Spanish version.)

Secretary General of IIMSAM Remigio Maradona Commented: “I further take this opportunity to congratulate an outstanding job well done over this past year by Isabel Aguilera de Sabines-The First Lady of the State of Chiapas, Mexico & President of the Chiapas-Chapter of the Mexican National Agency (National System for Integral Family

Development (DIF) for her visionary leadership and the pivotal support we have received from the DIF through our Strategic Partnership... My gratitude also to the Governor of Chiapas the Honorable Juan Sabines Guerrero for his pivotal support we have received from his government in all aspects....and Ms. Elizabeth Astorga, Director of the Chiapas-D.I.F. Chapter that has worked with our IIMSAM Mexican team in a synergy of imperative goodwill in reaching out to the deprived masses of Chiapas in the last year since the programmes inception and the organizations ambition of making Spirulina a key-driver to eradicate malnutrition, achieve food security, and bridge the health divide..."our outstanding Mexican Team Catalysts: our regional office director for Mexico and Central America, Ms. Geraldina De La Serna Hernandez, for achieving the impossible, our incomparable Goodwill Ambassador Emmanuel whose tireless efforts and advocacy on behalf of IIMSAM helped forged this alliance of goodwill and working partnership between the State Government of Chiapas and IIMSAM...last but not least our Spirulina Expert and facilitator DR. Salomon Shamosh Halabe for his persistency over the years to advocate for Spirulina usage which now seemed all the worthwhile....My heart goes out to all the others who have volunteered their time and those who are making this programme a resounding success for the world to see what can be achieved with pure goodwill and determination to make this beautiful planet of ours a better place by doing concrete deeds for the less fortunate one."