

Amitabh Bachchan

Amitabh Bachchan joins UN campaign for assistance in humanitarian crises

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Bollywood actor and UNICEF (United Nations International Children's Emergency Fund) Goodwill Ambassador Amitabh Bachchan on 23 August 2013 joined the UN and its humanitarian partners to promote The World Needs More global campaign. The campaign seeks to turn words into real assistance for communities affected by humanitarian crises. It was launched on 19 August 2013.



Besides Amitabh Bachchan, international celebrities who have supported the campaign, includes Beyonce, Kid President, Susan Sarandon, Jennifer Lopez, LL Cool J, Geena Davis, Trey Songz and Christina Applegate.

The World Needs More campaign was produced in collaboration with Leo Burnett New York. It allows brands and the public to sponsor a word (such as Education, Inclusion, Strength, Empowerment or Dialogue) they believe the world could use more of. Gucci, Intel, Western

Union, Barclays Bank, and Crescent Enterprises have already sponsored words.

Amitabh Bachchan was appointed a Goodwill ambassador of UNICEF April 2005. Since 2002 he has supported UNICEF's efforts in collaboration with partners to boost immunizations against polio especially in India.