

Press Release

MISAHEL LAUNCHES «HAMPER FROM THE HEART», ITS MAIDEN HUMANITARIAN ACTIVITY IN MALI

Bamako, 14 July 2014: Mr. Pierre Buyoya, Head of the African Union (AU) Mission for Mali and the Sahel (MISAHEL) officially launched today, 14 July 2014, its first humanitarian activity in Mali at a press conference. Entitled "Hampers from the Heart", it is to provide food and nutrition assistance to poor families, especially those most affected by the crisis endured by Mali since 2012, including the internally displaced persons. Indeed, as underscored by Pierre Buyoya on that occasion, *"the well-being of the people and meeting their basic needs contribute to peace and stability of the region."*

These hampers, comprising basic foodstuffs, will be distributed to the needy families, not only in northern Mali but wherever it is required. As from 23 July 2014 the first food hampers will be distributed in Kidal, in northern Mali, thanks to an agreement signed, today, with the Malian Red Cross. It should be noted that the launch of this activity, aimed at providing relief to families, was made possible through an initial donation of the African Union of U.S. \$ 40,000 or approximately 19.3 million CFA francs and a donation of four (4) tons of sugar and oil by the Malian Distribution Company (SODIMA). This distribution will provide food and nutritional support to approximately one thousand (1000) families in Kidal and Bamako for a month.

Inviting the private sector of Mali to follow the example of SODIMA, Pierre Buyoya urged them to *"ensure that African solidarity is not an empty word."* *"Through your donations, your contributions, you, Malians, can act in favour of peace in Mali and ensure that your country regains its wounded dignity. Thanks to your contributions, these families will be aware that you have not forgotten them and that they, too, are part of this great family of Mali"* he added.

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