




# The Americas



Argentina (Covering Chile)  
Brazil  
Canada  
Colombia  
Costa Rica  
Ecuador  
El Salvador  
Mexico  
Panama  
United States of America  
Venezuela



## ARGENTINA and CHILE



Argentine Singer Axel autographing the golden album he donated: ©UNHCR/ M. Tucuna.

Argentina and Chile organised **online auctions** to sell items donated by top athletes, Goodwill Ambassador Angelina Jolie, US film stars Clint Eastwood and Scarlett Johansson, and singers Mariah Carey and Juanes from Columbia. The auction was launched at an event attended by UNHCR's newest Goodwill Ambassador, Uruguayan-born actor Osvaldo Laport. The auction was, thanks to DeRemate.com, able to publicise WRD in 24 full-page ads in La Nacion. It was also covered by the media in Spain, Mexico, Uruguay and Paraguay and **raised US\$25,000**. It is estimated that the number of people reached that day through media reports on the auction topped **10 million, with the total value of media mentions hitting US\$1.47 million**.

**Films were screened** by UNHCR implementing partner SEDHU at Argentina's film institute (Cinemateca). They were watched by a wide group of people, including government officials, civil society representatives, refugees, actors and directors. To mark the day a **classical music concert** was also organised and supported by the ministries of interior and foreign affairs.

A **working breakfast** was among other WRD activities, giving refugees the chance to share their experiences and discuss the status of refugees. This helped generate media interest.

In neighbouring Chile, where the WRD activities were covered by UNHCR's Argentina office, **President Michelle Bachelet** presided over the main WRD event. Chile's first female president recalled her own experiences in exile and announced the full commitment of the country and government to helping refugees. The event was also attended by senior government officials, including the **Minister of Culture, refugees** and various **dignitaries**. The event was covered by national newspapers as well as by 13 TV programmes and 5 radio stations.

## BRAZIL

UNHCR organised a **public awareness campaign** on June 19-20 July at **Sao Paulo subway station**. Focused on WRD's "Hope" theme, it aimed to inform the public about refugee rights in Brazil and around the world. An estimated **42 million people** would have passed through the station during this period. Other events in Brazil included two **exhibitions** produced by refugees with an **estimated audience of 40,000 people**. The first one, "Expressao do Refugio," focused on the city of Sao Paulo. The second one was a collection of paintings.

A **press conference** was organised to launch the **Global Refugee Trends of 2005 report**. All the major national newspapers, radio networks, TV and Internet services attended the conference. **International news agencies also attended**. At least **14 press articles** were published while **10 Internet sites registered the news**, which was also covered by two major TV networks and three radio stations. An estimated **100 million people** were reached through the media coverage.

**Seminars** were also organised by UNHCR partners in Manaus, Sao Paulo, Porto Alegre, Brasilia and Natal. The target audiences were scholars, human rights activists, government officials, the private sector and policymakers. A local media group covered all the seminars.

The **ninemillion.org** campaign was also launched in Brazil on World Refugee Day and media coverage of both events reached around **130 million people**.

## CANADA

UNHCR and Canadian aid organisations held three events on WRD to draw attention to the importance of education and play for the world's refugee youth and give hope to them for the future – the basic message of the **ninemillion.org** campaign.

More than **5,000 people** attended a **festival** in downtown Toronto's Yonge-Dundas Square. **Starbucks** provided the food and **Clear Channel Outdoors** provided video projection of UNHCR's public service announcements. The event enlisted Canadian celebrities to headline the musical event. Mayor David Miller attended, alongside Winter Olympics gold medalist Jennifer Heil and other stars. In Ottawa's Rainbow Bistro, an **evening of entertainment** was provided by various acts. They included an African Gospel Ensemble and rhythm and blues from Slippery Slope.



Singing and dancing at the Place Pasteur, Montreal:  
© UNHCR/ R. Hamel.



Toronto festival at Young Dundas Square: © UNHCR/ R. Hamel.

In Montreal, a fair was held at Place Louis Pasteur, followed by a screening of the documentary, "Qui a tire sur mon frere?," by the Columbian director German Gutierrez. These two events attracted a combined audience of around 250 people and received good broadcast coverage.

Nike's high-performance soccer balls from the ninemillion.org campaign were distributed as prizes during the main events. The balls are designed to withstand tough conditions in refugee camps. Media coverage statistics show that 2.9 million people were reached via **TV, radio and print media**.

## COLUMBIA

To celebrate WRD, a **sensitisation campaign** was organised for radio, which reached approximately **four million listeners** per message. Messages by Colombian singers Juanes, Fonseca and Beto Galvez were broadcast during the week beginning June 19, including before, during and after matches in the World Cup football tournament.

A **football match** was organised between an **IDP team and a team of TV stars** in the city of **Soacha** on June 25. Some **2,000 people attended** and it was broadcast live by **Soacha's local radio station**. A local TV station ran the match later in the day. The ninemillion.org balls were used for visibility purposes.



Exhibition art work: ©UNHCR/ C. Baeza

An **exhibition on displaced people and agricultural products** was staged at a fair in the city of Mocoa and hundreds of people attended and bought products.

Media coverage through **TV, radio and newspaper**, reached around **89 million people**, with an estimated value of **US\$35,800** over the period of **June 19-25**.

## COSTA RICA



Fete advertising WRD:©UNHCR/ M. E Solano

The main aim of WRD activities in Costa Rica was to **reach a wide audience and raise awareness** about UNHCR and the situation of refugees. The **Lottery Association** printed **two million bills** with the WRD/UNHCR logo. **ICE printed 500,000 phone cards** with the logo.

Other events included a memorable **concert** at the **National Theatre**, which was attended by around **1,000 people**, including many **diplomats and government officials**. The special performance was

**hosted by the Costa Rican Minister of Foreign Affairs.**

A WRD **mass** was held at St José's **Metropolitan Cathedral**, and a **micro refugee fair** took place at the University of Costa Rica. It raised awareness among university students and staff.

The estimated value of media coverage via the **Internet, newspapers, TV and radio** reached an **estimated US\$22,595.**



Concert at the National Theatre:© UNHCR/Costa Rica.

## ECUADOR

**More than 5,000 people** attended a fair in Quito's Itchimbia Park, where 135 exhibitors presented and sold their **handicrafts, organic food and many other products** from June 17-18. About 25 exhibitors were refugees. Presentations by numerous music groups were also presented for the enjoyment of visitors.

Other WRD initiatives included a **"Hope Mural"** painted on the wall of the City Hall of Ibarra. The drawing was designed by an intern from a UNHCR implementing agency in Ibarra along with a volunteer from the Cultural Directorate of the City Administration. UNHCR staff and students from a local art school collaborated to finish the work of art, which highlighted the day's "Hope" theme.



"Hope Mural" on City Hall:  
© UNHCR/ X. Orellena

As in previous years, the UNHCR field office in Lago Arigo organised a **culture and food festival** in the city's cathedral. Almost two dozen food stalls were set up in the area allowing refugees and Ecuadorians to sell their products to visitors while several music groups from the province performed local favourites.

A **poetry competition** was also organised for WRD, with a prize given to the best piece of verse, as well as a **soccer match** for refugees.

**UNHCR set up a tent for the distribution of information** regarding asylum and UNHCR work. The fair received good media coverage. Many organisations participated in the preparation of this event, including **municipal departments and non-governmental organisations**. The event was very successful – UNHCR received donations amounting to a grand total of US\$5,445.00.

To honour the end of WRD, a **parade** was organised around the main streets of the city on June 23. Hundreds of children from different schools took part, drawing a lot of attention. **More than 1,000 people**, including participants, were involved in this colourful and lively activity.

Via the TV, newspapers and radio, **more than half a million people** were reached at an **estimated value of US\$73,311**.



WRD parade:© UNHCR/ X. Orellena

## EL SALVADOR

During the month of June, the **Salvadorean Post Office** franked all national- and international-bound letters and parcels with the **WRD logo**.

A number of **radio and television programmes** were organised, including a live radio discussion **featuring former refugees and coordinators of International Right and PARES**.

A **Recital of Guitars** was inaugurated by Beatriz Alcaine, who sang of her experiences as a refugee and called upon the audience for solidarity. She also asked them to reflect on the suffering of people caught in war..

*El Salvador is covered by the Regional Office in Mexico.*

## MEXICO

The primary goal of WRD activities in Mexico was to address the lack of public awareness about current refugee issues.

A **six-hour-long festival** with live music and activities took place in the capital's popular Coyoacan district, with more than **600 people attending**. The event was organised by Amnesty International, Sin Fronteras and CONAPRED, with help from the government.

In Taoachula, the Autonomas University of Chiapas was also a key partner in helping to raise awareness among an academic audience.



Festival in Coyoacan District: ©UNHCR/ IM. Echandi.

Parts of Goodwill Ambassador Angelina Jolie's CNN interview were broadcast on television (**Channel 22 and 11 TV educativa**) from June 17-20. This proved very successful, with a cumulative estimated **audience of 2,630,000**.

## PANAMA

The main World Refugee Day events were **soccer games around the country**. In Panama City, a match was held between a team grouping UNHCR staff and refugees and a team made up of staff from six other UN agencies. UNHCR also participated in a **conference** held at the University of Panama, providing materials for an information booth.

In Puerto Obaldia, soccer games and drawing contests were organised for the Colombian children as well as for the men and women of the town. This was possible thanks to UNHCR's partnership with **Pueblos del Bosque**.



Children enjoying a soccer game:  
©UNHCR Intern/Panama

There was a presentation of donated soccer jerseys to the children of Puerto Obaldia, a presentation of domestic kits to families, and of housing deeds to families benefitting from construction projects funded by UNHCR.



Little boy enjoying the soccer festivities: © UNHCR Intern/ Panama.

In Jaque, UNHCR's implementing partner VIDA organised sporting events and drawing contests. It also staged the presentation of donated soccer jerseys to the children. The soccer balls used in the matches were Nike's ubiquitous green and yellow models donated as part of the **ninemillion.org** campaign.

A local newspaper, La Prensa, printed a supplemental brochure on UNHCR and its works, which was included in all **newspapers and seen by around 72,000 people**. Media coverage reached an estimated **value of US\$15,040**.

## UNITED STATES



Colin Powell giving a speech at the National Geographic: © Rebecca Hale

Media events were organised from June 20-25, several of which were held at the National Geographic Society headquarters in Washington. One of the events featured former US Secretary of State **Colin Powell**, Afghan-American author **Khaled Hosseini** and **US Olympic athlete Joey Cheek**. The main event opened with High Commissioner António Guterres's speech, and a mention of the **ninemillion.org** campaign. CNN covered the event live along with the local media.

The **National Geographic** also hosted a musical event, which featured performers from Africa and South America. More than 1,000 people turned up to take part in this vibrant and entertaining presentation.

**Sierra Leone's Refugee All Stars** gave a concert at the **Kennedy Centre** for 1,500 people. This was followed by a screening of their award-winning **documentary and by a panel discussion**.

Media coverage attracted large audiences mainly due to Goodwill Ambassador **Angelina Jolie's interview with CNN reporter Anderson Cooper**, which was broadcast on various TV stations and attracted several million viewers. CNN also attracted another 1.3 million viewers. Coverage in major newspapers such as **USA Today**, **The Washington Post**, **The Washington Times** and **The New York Times** reached 4.6 million people. Via the internet, three million people browsed the websites covering all the events.



Children playing football game set up at the National Geographic: © UNHCR/T. Irwin

## VENEZUELA

In the month running up to June 20, World Refugee Day was celebrated in three cities, Tachira State, Zulia State and Apure State.

A **conference** about human rights was held to inform the public about the situation in Venezuela. This was aimed at school teachers from host communities to offer them information on human rights.

A **forum** and a **seminar** on refugees was also organised. The forum was aimed at institutions and the general public, to tell them about the situation of refugees in the country. It was run in association with the **National Commission for Refugees, Civil Protection, Red Cross and the Municipality of Maracaibo**. An institutional agreement was reached between UNHCR and the Municipality of Caraibo to aid refugees. The second, a seminar aimed at informing school teachers about issues relating to refugees. Teachers can then become disseminators of information about the uprooted.

A **workshop** was organised on "Information Management, Culture of Peace and Refugees." It was aimed at journalists who work along the Venezuela-Colombia border. It reinforced information on UNHCR, refugees and the construction of a culture of Peace – **18 journalists attended**.

Another activity held during WRD was **Cine Forum**. It included the screening of "Voices Inocentes" and "Hotel Rwanda," followed by discussions on refugee-related issues.