

United Nations Nations Unies

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REFERENCE:

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Excellency,

I am pleased to share with you some more information about World Humanitarian Day (WHD) 2013. This year's campaign provides a unique opportunity to work together, raise awareness and mobilise resources for humanitarian action.

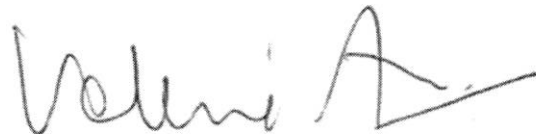
As you know, WHD falls on August 19th, the day in 2003 when the United Nations headquarters in Baghdad was bombed and 22 of our colleagues were killed. It's a day to remember all aid workers who have lost their lives in the line of duty and celebrate the spirit that inspires humanitarian work around the world.

Last year we ran a successful campaign for WHD with Beyoncé that reached over 1 billion people online. This year, with the help of a host of celebrities and partners from around the world, we want to build on that groundswell of support and turn words into action.

We are asking private sector companies and philanthropists to sponsor a word they think the world needs more of, for example "humanity" or "action", and in so doing raise money for urgent humanitarian work around the world.

Attached to this letter is a short overview that explains the campaign and how UN Member states can get involved. Your personal engagement in this effort would add real value to our advocacy effort this year. I do hope that you will support us.

Please accept, Excellency, the assurances of my highest consideration.



Valerie Amos
Under-Secretary-General for Humanitarian Affairs
and Emergency Relief Coordinator

All Permanent Representatives
to the United Nations
Geneva