WFP | **Programme** | **Programa** | برنامج الأغذية
World Food | **Alimentaire** | **Mundial de** | الــعــالمــــي
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WFP NEWS VIDEO
WFP LAUNCHES FREE APP FOR SMARTPHONE USERS TO HELP FEED SYRIAN REFUGEE CHILDREN

Release Date: 11Nov2015
TRT:3:20
Location: Germany, Jordan
Language: Eng

:00-:09
Berlin, Germany
Shot: 9,Nov2015
People using ShareTheMeal ap

The ShareTheMeal app was launched as a pilot on 30 June 2015 in Germany, Austria and Switzerland. So far, more than 120,000 people downloaded the app, which had raised US$850,000 by the beginning of November, providing 1.7 million school meals to children in Lesotho—the app's first fundraising target.

:09-:18
Berlin, Germany
Shot: 3,Nov2015
People using ShareTheMeal app

:18-:32
Berlin, Germany
SOT Georg Bauer, ShareTheMeal user
Shot: 3,Nov2015
"So easy and so simple, we have so many possibilities they don't have, so it is just one pushing, just one thing, to push the button and you can help someone and that is a good thing"

:32-1:29
60 second animated Public Service Announcement(PSA) showing how ShareTheMeal works

1:29-2:03
SOT Sebastian Stricker, ShareTheMeal creator

Berlin, Germany
Shot: 9,Nov2015
"we want to make it as easy as possible for people to do good, in essence. Think of the situation: you are having lunch or dinner and you may go through your emails or your news, there is a button and you can press the button and you share your food with a child that has nothing to eat, so practically speaking you press the button 50 cents go to the United Nations World Food Programme, with this 50 cents the UN can feed one child for one day and in the app show you where the children are and what are our progresses towards ending hunger."

2:03-2:09
Berlin, Germany
Shot: 9,Nov2015
Close up of smartphone showing the ShareTheMeal app

2:09-2:20
SOT Sebastian Stricker, Founder of ShareTheMeal
Berlin, Germany
Shot: 9,Nov2015
"We think this is so interesting because there are 20 times as many people that have a smartphone then hungry children, so if we can connect these two maybe we can significantly change something"

2:20-2:50
Zaatari Refugee Camp, Jordan
Shot: 11-12,Sep2013
GV Zaatari Refugee camp, Syrian children playing

2:50-3:20
Zaatari Refugee Camp, Jordan
Shot: March 2015
Elementary School in Zaatari Refugee camp for Syrian refugees, Jordan
School children receive WFP date bars as a snack in school allowing hungry kids to focus on learning and encourages them to come to class.

ENDS

WFP News Release

12 November 2015 - EMBARGOED to 00:01 CET

WFP LAUNCHES FREE APP FOR SMARTPHONE USERS TO HELP FEED SYRIAN REFUGEE CHILDREN

ShareTheMeal enables smartphone users to feed hungry children with a tap on their phone.

ROME – Smartphone users will now be able to help feed Syrian refugee children with a tap on their mobile phone thanks to the ShareTheMeal app, developed by the United Nations World Food Programme and launched in countries around the world today.

Users can participate whenever they want and wherever they are. They can "share" their meals while having dinner with friends or eating lunch at the office. Even a donation as small as 50 US cents will provide a child with vital nutrition for a day. Contributions will benefit Syrian refugee children in Jordan who are part of WFP's school meals programme.

"The simple act of sharing a meal is how people all over the world come together," said WFP Executive Director Ertharin Cousin. "This digital version of sharing a meal is a tangible way that Generation Zero Hunger can act to end hunger."

The potential of ShareTheMeal is enormous: worldwide there are 20 times as many smartphone users as there are hungry children. In a ShareTheMeal test launch in Germany, Austria and Switzerland in June 2015, more than 120,000 users provided more than 1.7 million meals for schoolchildren in the southern African country of Lesotho.

"With the global launch, smartphone users in many countries across the world can support hungry children," said Sebastian Stricker, who founded ShareTheMeal.

The free app will be available for iOS and Android from 12 November in app stores worldwide. It only takes 30 seconds to register and users can start sharing meals with hungry children and follow the impact of their donations.

#   #   #

Please visit our media page at https://sharethemeal.org/en/media.html for background information, videos and photos. If you want to review the app prior to the launch please contact: media@sharethemeal.org. The app will be available for download at this link. Hi-res photos of the app are available for download here.

ShareTheMeal allows smartphone users to share their meals with hungry children via a free iOS and Android app. ShareTheMeal was founded in April 2014 and is an initiative of the WFP Innovation Accelerator.

WFP is the world's largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in around 80 countries.

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