

NOTE TO THE MEDIA

Animated cartoon featuring Luís Figo launched at charity football match

The international football icon stars as a hero in the fight against tuberculosis

13 June 2009 -- Geneva -- Luís Figo sprinted across the field and sent the ball soaring into the goal post. It was a move hardly typical for a winger, but this was no ordinary game. This was All Stars '09, a charity match to raise funds for children's causes.

At half-time Figo ran with the ball again -- this time as the main character of an animated cartoon, which premiered here this evening for an audience of nearly 12 000 spectators and satellite television viewers in 80 countries.

The film is the animated version of a comic book, [Luis Figo and the World Tuberculosis Cup](#), produced last year by the [Stop TB Partnership](#). In the film, as in the comic book, Figo is featured as the captain of a team of teen-aged girls and boys. Together they win a match against a squad of tuberculosis germs.

The cartoon, produced in an Arabic-language version by the Eastern Mediterranean Partnership to Stop TB with support from the [Lilly MDR-TB Partnership](#), was shown in its French-language version at the match. It will soon also be available in English, Portuguese, Russian and Spanish and broadcast widely around the world. The cartoon can be viewed in its French-language version at http://video.who.int/streaming/tb/Figo_Cartoon_fr.wmv.

The comic book and animated cartoon seek to teach children and teens about tuberculosis and how to prevent it. Figo, a long-time advocate for the health and well-being of young people, was appointed a Stop TB Ambassador in January 2008.

The event, which was held at the Stade de Genève at La Praille, set a Luis Figo Foundation team against one playing on behalf of the G4 The Ultimate Dream Foundation. The teams featured a star-studded line-up of former players and trainers including Mourinho, Christian Chivu, Fabio Capello and Edgar Davids; and performers including British R&B star Craig David, DJ Martin Solveig and Portuguese singer Tony Carreira. Figo's team won the match, 7 to 4.

Note to Editors:

[The Stop TB Partnership](#) is an international health partnership whose secretariat is housed by the World Health Organization in Geneva. The organization's goal is to eliminate tuberculosis -- a disease that still takes the lives of nearly 5000 people every day, many of them children and adolescents.

[The Lilly MDR-TB Partnership](#) is a public-private initiative that encompasses global health and relief organizations, academic institutions and private companies and is led by Eli Lilly and Company. Its mission is to address the expanding crisis of multi-drug resistant tuberculosis (MDR-TB).

[The Luis Figo Foundation](#), created in 2003, seeks to provide children and teens — especially those who are underprivileged — with conditions and opportunities for fully realizing their potential as people and citizens through sports.

G4 The Ultimate Dream Foundation was created in March 2009 by Gaetano Marotta. Its aim is to fulfil the final wishes of children with terminal illnesses. The foundation works closely with families, doctors and other health specialists in hospitals around the world.

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Read more about Luis Figo and the global fight against tuberculosis at <http://www.stoptb.org/figo/>.