

WHO, UN Foundation and Illumination partner on health messages



World Health Organization (WHO), the UN Foundation and Illumination have partnered to start a Public Service Announcement (PSA) that reinforces safe and healthy practices during these challenging times.

The Public Service Announcement (PSA) features Illumination's globally beloved Gru and the Minions characters. It focuses on lifesaving actions to help mitigate the impacts of COVID-19, including physical distancing, being active at home, and remaining kind to others -- all aimed at making sure people of all ages stay safe and healthy during this pandemic.

"At this challenging time, we must find all ways possible to provide hope to people while sharing advice that can protect our health," stated Dr. Tedros Adhanom, Director-General of the World Health Organization.

"WHO is excited to be working with Illumination and Steve Carell and the joys of the Minions and Gru to promote the importance of physical distancing, keeping active and connected, and being kind and compassionate to overcome COVID-19," He added.

Academy Award and Emmy Award nominee Steve Carrell gave voice to the PSA, who voices the character Gru in the Despicable Me film franchise. The PSA will be localized into multiple languages including French, Spanish, Portuguese, and Arabic, among others.

“Storytelling is a powerful tool to accelerate positive social change in the world. It is an honor to partner with the WHO and UN Foundation to remind people around the globe to protect themselves, each other and our communities during this pandemic. I am also appreciative to Participant for helping to organize the collaboration and to my partners at Comcast/NBCU for helping to amplify this important message,” said Illumination Founder and CEO Chris Meledandri.

source: UN

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