

CFI helps 38 African TV channels join in the 7th edition of the Match Against Poverty organised by the UNDP in support of Haiti.

Paris, 21 January 2010: Starting at 6.30 pm GMT on Monday 25 January 2010, CFI will be broadcasting the football Match Against Poverty organised by the UNDP (United Nations Development Programme) in aid of the earthquake victims in Haiti, live to 38 French- and English-speaking African TV partners.

CFI commentary will be provided by Rémy Tissier and Laurent Fournier in French, and by Robbie Thomson in English.

This exhibition match taking place in Lisbon, will pit the Benfica All Stars against “Ronaldo, Zidane and friends”. Big names in football have confirmed attendance and will be playing with two Portuguese championship professionals from Haiti.

CFI will also be offering the UNDP video clip reminding viewers of the urgent need to attain the eight Millennium Development Goals, a programme to end all forms of poverty by 2015.

Via football, CFI and its African TV partners will be provided an initial, symbolic support to the inhabitants of Haiti. After the initial emergency, giving priority to the efforts deployed by Radio France and French cooperation to support the grassroots work of Haitian radio stations, it will soon be time for reconstruction. CFI is committed to ensuring the availability of French expert knowledge to its TV partners in Haiti.

CFI, operator for France Télévisions cooperation initiatives

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