

David Beckham fronts new malaria campaign

Football legend, David Beckham, is the public face of a new global malaria campaign, *Malaria Must Die, So Millions Can Live*, which is calling upon leaders to "unite and fight" malaria. The campaign's first focus is on leaders at the upcoming Commonwealth Heads of Government Meeting (CHOGM) in London in April.

"I've supported the malaria fight for over 15 years and it's been exciting to see the progress made to save lives, including millions of young children. As the mosquito film shows, these insects are annoying in places like the UK but in many parts of the world, a mosquito bite is terrifying and deadly, leading to malaria and the loss of a child's life every two minutes.

"This is totally unacceptable, especially when we know how to prevent and cure it. That's why I'm standing with the millions who live with this threat every day. I urge Commonwealth leaders to be ready to take bold action when they meet in London in April and to unite to stop this disease in its tracks," Beckham, a founding member of Malaria No More UK Leadership Council says.

A Ridley Scott production

This film makes the point that, like Beckham, people living in malaria-free countries are fortunate to be protected from the deadly disease, but half of the world's population are still at risk. Malaria tragically claims 445,000 lives a year and over half of these deaths occur in Commonwealth countries. Each death is needless as malaria is totally preventable and costs less than a cup of tea to treat.

The film, made by Ridley Scott Associates working with digital ad agency R/GA and Director Baillie Walsh, alongside input from Richard Curtis, features David in a glass box “under attack” by a swarm of mosquitoes.

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