

MONDO Home Entertainment, MONDO TV, MOVIE MAX and the CORRADI FOUNDATION team up with UNICEF for the "Orphans With AIDS" project

Felix represents a milestone charity project in which Mondo Home Entertainment, Mondo TV, Moviemax and the Corradi Foundation work together in support of the "Unite For Children, Unite Against AIDS" world campaign launched by UNICEF.

The group's companies will support the collection of UNICEF funds for orphaned children living with AIDS, donating 5 % of the proceeds for all film and TV sales and one Euro of each home video sold.

UNICEF was able to get a hold of some significant supporters for the dubbing of Felix, using the voices of Alessio Boni, Maria Grazia Cucinotta and Emii Stewart (who sings the theme song in the film).

The completed project will be made public January 18th, 2006 at Rome's "Casa del Cinema" during the planned press release, along with the film's debut. During the event, Mondo Home Entertainment will officially deliver to UNICEF the total funds collected for the DVD and VHS sale of "L'Isola degli Smemorati" (The Island of the Forgetful), the previous animated project dealing with children's rights in which Mondo Home and the public took initiative in a 2005 UNICEF fundraiser to help needy children in South East Asia.

PROCEEDS FROM THIS FILM GO TO THE Mondo Tv – Corradi Foundation – UNICEF, " Orphans With AIDS" project

[The 2005-2010 global UNICEF campaign
"Unite For Children, Unite Against AIDS"](#)

This global campaign aims to combine the forces of UNICEF and UNAIDS, as well as other important organisers working in the fight against HIV/AIDS and the devastating impact it has had on third world children and families.

It is an initiative to sensitise the public to the issue, and to collect funds to be used over the next five years by the National Committee, as well as in the United Nations' funds sector.

It is a fundraiser to make the public aware of this most serious issue, as well as an initiative in which the entire branch of the National Committee and certain UNICEF financial offices will participate.

Those who attended the launch of the campaign included: Executive Director of UNICEF Anna Veneman, UN General Secretary Kofi Annan, Executive Director of UNAIDS Peter Piot, Rawanda (among the countries with one of the highest AIDS infection rates) First Lady Jeanette Bigame, MTV Network President Bill Roedy, Actor and Goodwill Ambassador to UNICEF Roger Moore, as well as some boys and girls affected by the AIDS virus.

One child dies **every minute** due to AIDS/HIV-related causes, and four children younger than 15 are infected. Over 15 million children worldwide have lost one or both parents due to illness.

After 20 years since the onset of the epidemic, only a small fraction of the resources necessary is actually available:

- Not even one HIV child out of 20 has access to the paediatric care needed for him/her to survive;
- Less than one child out of 10 orphaned by AIDS receives public assistance;
- Less than one pregnant HIV woman out of 10 has access to health services in order to prevent the virus from transmitting to her unborn child

Through this campaign, UNICEF asks its many supporters to contribute to the fight against HIV/AIDS by donating money, helping local UNICEF volunteers collect contributions for related programmes, making the public aware of the issue, spreading the general information and preaching a message of prevention.

["Unite For Children, Unite Against AIDS"](#) [Campaign Objectives](#)

To meet the needs of children and youngsters affected by HIV/AIDS, UNICEF, UNAIDS and their other partner organisers will concentrate their efforts in four main areas: this is in fact termed the "4P" (PPPP) approach, an acronym represented by the first letters of each goal.

Prevent infection from mother to child

The majority of the roughly half a million children under age 15 that die each year as a result of AIDS-related illnesses actually contract the virus maternally. And yet, the pregnant women who have access to the care necessary to prevent infection number less than 10 percent.

Without measures of prevention, the percentage of children born to HIV women who contract the virus is 35%. In North America and Europe, the rate of HIV infection passed from mother to child has been reduced to nearly 0%. Emerging from a few limited programmes tested in 11 Sub Saharan African countries during the end of the 1990s, a near 50 % rate of infection from mother to child has been found, made possible thanks to less expensive basic virus treatment centres.

Campaign Goal: *To provide, by 2010, prevention services to stop the spread of the disease from mother to child for 80% of women in need.*

Getting Access to Paediatric Care

Despite progress being made in making disease treatment available to adults, less than 5% of all HIV positive children in need of paediatric care for AIDS are in fact treated.

Without the treatment necessary to prevent infection, and without basic vaccines, AIDS and HIV positive children die with a few years. If access to paediatric care is not increased, then half of all newborns who have contracted the virus at birth will continue to die before their fifth birthday.

Cures based on a low cost drug called *cotrimoxazole* fight deadly infectious diseases such as malaria and pneumonia. With just 3 cents out of every dollar each day, cotrimoxazole based therapies serve as a working low cost treatment method, which can truly make a difference for children at risk of HIV, and yet 1 child out of 100 who could benefit from such cotrimoxazole-based therapies still suffer.

Campaign Goal: *To promote and improve research, to diagnose cases and to provide children in need with the antiretroviral treatment and/or the antibiotic cotrimoxazole*

Campaign Goal: *To guarantee, by 2010, antiretroviral treatment and/or cotrimoxazole to 80% of all children in need of such kinds of protective/preventive treatments for disease.*

Prevent the spread of the infection among youth and adolescents

The only way to stop the spread of the AIDS epidemic is to prevent the primary method of infection. And the cornerstone of such prevention is safe sex. And yet, even after more than two decades since the spread of the epidemic, various studies conducted worldwide have revealed that the vast majority of youth still have no idea how HIV is transmitted, nor do they know how to protect themselves from the virus.

Youths need concrete assistance through medical services and physicians best suited to their personal needs, such as those who provide them with condoms— this way, they can get the proper treatment for their infectious, sexually transmitted diseases and also receive proper advice.

Campaign Goal: *To make a 25% reduction in the overall number of HIV positive youth by 2010.*

Protect and help children affected by HIV/AIDS

Having to cope with the suffering and death of one's own parents and loved ones is an experience that leave an indelible impression on a child. Even before the death of one's parents, children – especially girls – must shoulder the gravest responsibilities put on them by adults, such as how to care for the ill and diseased, how to take care of younger brothers, where to find money to cover health expenses, or how to find a way put food on the table.

Children from families with diseased or dying adults are often vulnerable, disadvantaged, malnourished, and have less of an opportunity to go to school than children who have already lost their parents.

Without help from other countries, families affected by the epidemic and local communities in countries worst hit by the virus have demonstrated extraordinary resistance in meeting the needs posed by children living with AIDS.

Local communities have guaranteed HIV/AIDS children more direct long term assistance better than that which the government, ministry, donators or international NGOs could provide working together with them. In any case, families most affected — as well as local communities — are at the limit of their capacities.

The objective of the worldwide campaign is to make sure such communities and families who, until now, have had to deal with a disproportionate burden as a result of the epidemic, would be the main recipients of the newer and safer treatments used by the international community.

The campaign will support projects geared toward strengthening families; it will mobilise local community-based initiatives, will guarantee orphans and children basic services such as school and healthcare, will create a way for the government to protect the most vulnerable children by conducting politics in a more efficient manner and implementing more adequate measures in the law, and will make people aware of the issue at every level in order to create a stable environment for families coping with HIV/AIDS in which they can be more easily helped.

Campaign Goal: *To reach 80% of children in need of help by 2010.*