World Cup Appeal

To prevent mothers from dying and babies from becoming infected with HIV

We, captains and members of teams qualified to compete in the 2010 FIFA World Cup in South Africa, and football players, teams and fans worldwide, are celebrating life by joining together to help prevent mothers from dying and babies from becoming infected with HIV, especially in Africa.

We stand together with UNAIDS (the Joint United Nations Programme on HIV/AIDS) and its partners to foster an HIV-free generation.

More than 33 million people worldwide were living with HIV in 2008, and in the same year 430 000 babies, 390 000 of whom lived in Africa, became newly infected. AIDS-related illness is the single largest cause of death among infants and young children in much of Africa.

Each day nearly 1200 babies are born with HIV worldwide—during the course of a 90-minute football match almost 80 babies will become newly infected.

Between now and 2014, when the next World Cup is played in Brazil, together we can stop babies from becoming infected with HIV and keep their mothers alive and thriving.

Hence we appeal: *"From Soweto to Rio de Janeiro, give AIDS the red card and prevent babies from becoming infected with HIV"*.

We can make change happen in the four years to come—using the power and outreach of the game of football. We can reach out to men and women, families and football fans worldwide to ensure that children do not become infected.

We have made some progress. Nearly half of all HIV-positive pregnant women in low- and middle-income countries worldwide already receive treatment to prevent transmission of HIV to their babies. But unless we reach the other half, children will continue to be infected. We must do more.

We invite institutions, companies and organizations to join us in this global effort.

And we launch this appeal to the world of football—individuals, clubs and federations—to join us in creating an HIV-free generation. Let us unite the world to prevent mothers from dying and babies from becoming infected with HIV.

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UNAIDS
JOINT UNITED NATIONS PROGRAMME ON HIV/AIDS

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