



WORLD TB DAY 2010

Pop star Craig David joins the fight against tuberculosis

24 March 2010 - New York - British R&B singer and songwriter Craig David is lending his voice - which has helped him sell more than 13 million albums in more than 20 countries - to the global fight against tuberculosis (TB). Craig is marking his appointment as Goodwill Ambassador against tuberculosis for the Stop TB Partnership by participating in events at United Nations Headquarters in New York today on World TB Day.

His aim will be to raise awareness about TB among his millions of fans worldwide. "Music is a universal language. I believe that through people's love of music we can increase knowledge and understanding and support people affected by TB. I hope that people who feel inspired by my music will also feel moved by what I have to say about TB," Craig says.

In many of the countries where Craig David's music is appreciated, people generally view TB as a disease of the past. Yet 9 million people still became ill with TB and some 1.8 million died of the disease in 2008. Craig also has a massive and loyal following in many African and Asian countries heavily affected by TB.

"Craig can reach people all over the world with messages of hope about our ability to cure TB, and the need to step up the fight against this devastating disease, which causes suffering and death almost everywhere," says Marcos Espinal, Executive Secretary of the Stop TB Partnership. "We are grateful to Craig for his commitment and his belief in this important cause."

Craig travelled to Cape Town, South Africa earlier this month to learn more about TB. Far from his world of packed concert halls and glittering celebrity events, he visited communities hit hard by TB, schools and a research centre. There he met people on the front lines - people who have beaten the disease, children and teens who face the threat of TB every day and scientists who have dedicated their lives to making TB history.

"It was a life-changing experience for me to hear first-hand what it is like to live in a country where half a million people become ill with TB every year and meet people who are fighting hard and making progress every day," Craig says.

Craig, a native of Southampton, England, now divides his time between London and Miami. His first mission as Goodwill Ambassador will take him

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back to South Africa, where he will participate in events surrounding the 2010 FIFA World Cup.

About Craig David

Craig David has enjoyed 13 Top Ten hits and achieved multi-platinum status in more than 20 countries during his 10-year career. Craig has won two MTV Europe Awards, three Ivor Novello Awards and four MOBO Awards and also been nominated for twelve BRIT Awards and two Grammys. He sells out concert venues worldwide and was recently awarded an Honorary Doctorate in Music from Southampton Solent University for his contribution to the industry.

Craig's debut album, "Born To Do It", came in second in a 2009 poll by MTV to find the Greatest Album Ever, beaten only by Michael Jackson's 'Thriller'. His new studio album, "Signed Sealed Delivered" covers mostly Motown classics and retains his innovative approach to music-making while respectfully delving into the past. It will be released on 29 March.

About the Stop TB Partnership

The Stop TB Partnership, which is hosted by the World Health Organization (WHO) in Geneva, Switzerland, comprises more than 1000 international organizations, countries, donors from the public and private sectors, and nongovernmental and governmental organizations that are working together to eliminate TB. The Partnership's Global Plan to Stop TB (2006-2015), which is underpinned by the WHO Stop TB Strategy, sets forth a roadmap for halving TB prevalence and deaths compared with 1990 levels by 2015.

For further information, please contact:

Judith Mandlebaum-Schmid, Senior Communications Adviser, Geneva
Tel. +41 22 791 2967, mobile +41 79 254 6835 ; E-mail: schmidj@who.int.

Vittorio Cammarota, External Relations Officer, Geneva
Tel. +41 22 791 5549, mobile: +41 79 509 0646; E-mail: cammarotav@who.int

For more information about tuberculosis, visit www.stoptb.org

All WHO information can be found at www.who.int