

Immediate Release:



**IIFA AND UNITED NATIONS JOIN FORCES TO
CAMPAIGN : 'BEAT PLASTIC POLLUTION'**

17th May, 2018, Delhi: The 19th Edition of IIFA Weekend & Awards 2018 and the **United Nations** have come together to promote the campaign, "Beat Plastic Pollution", the theme for World Environment Day, 2018 to combat one of the greatest environmental challenges of our time. The message is clear: If you can't reuse it, refuse it!

The UN continues its partnership with IIFA this year with a collaborative advocacy campaign to tackle the pressing issue of plastic pollution, under the aegis of Greening the IIFA.

The campaign is a clarion call for action for all of us to come together and consider how we can make changes in our everyday lives to reduce the heavy burden of plastic pollution on our natural habitat, our oceans, our wildlife – and our own health.

The goal is to inspire people to search for the kind of solutions that lead to sustainable behaviour change upstream. Additionally, the campaign will provide momentum to beat plastic pollution and inspire innovators, activists and leaders worldwide to do more than just clean up existing plastics, but also focus our action upstream.

IIFA has always promoted activities that make our world a better place to live in. Since 2007, IIFA has adopted the green carpet as a show of support and to create awareness about environmental concerns. While plastic has many valuable uses, we have become over reliant on single-use or disposable plastic – with severe environmental consequences. Keeping this in mind, IIFA strongly endorses the UN Environment's campaign call: '*If you can't re-use it, refuse it.*'

Endorsing the partnership, **Atul Bagai, Head, UN Environment Programme** Country Office, India, said: "*Most events have a red carpet, but how the red carpet turned into an iconic green at IIFA almost ten years ago is a testament to UN Environment's collaboration with IIFA. At a time, when no one spoke about environmental issues, that too at glitzy events, IIFA did through its legion of celebrities and continues to date. We have joined hands again to*

spread awareness at a critical juncture, when India is gearing up to celebrate World Environment Day on June 5 to Beat Plastic Pollution."

UN Environment Goodwill ambassador Dia Mirza and long-standing supporter of environmental conservation, said *"Whether we are actors, cricketers, doctors or teachers, we are first citizens of the Earth. The onus is on us to protect our environment. The everyday convenience of single use plastic – such as straws, plastic bags, plastic bottles, spoons etc is wreaking havoc on the environment. Every year, the world uses 500 billion plastic bags, which will last in the environment for over 500 years! It's time to wake up to the urgency and Beat Plastic Pollution and this association with IIFA is a great way to spread the message to the larger audiences."*

Commenting on the association, **Sabbas Joseph, Co-Founder-Director, Wizcraft International Entertainment**, said, *"With India hosting the World Environment Day, 2018, IIFA's partnership with the United Nations for 'Beat Plastic Pollution, cannot have come at a better time. At IIFA we have always followed sustainable environmental practices. With IIFA's remarkable reach to a global audience, I am sure our message of ending the scourge of plastic will be heard far and wide."*

About IIFA (International Indian Film Academy)

Conceptualized and produced by Wizcraft International and supported by the key members of the Indian film fraternity, IIFA is the most appreciated South Asian film academy and a global platform that gives the Indian film fraternity an opportunity to reach audiences in international territories. The alliances made via the platform of IIFA provide huge benefits and gain to India and an equally important objective is to create similar benefits in the host country. The aim is to establish a system of mutual benefit to both India as well as the host destinations by boosting tourism, economic development, trade, culture, cross-border investments and film co-productions.

Wizcraft International promotes the IIFA Weekend & Awards globally each year and travel to new, exciting and beautiful destinations, taking the film fraternity to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience. www.iifa.com.

About Wizcraft International Entertainment

Wizcraft International Entertainment, India's leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage. Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 18 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world. It has pioneered and developed India's biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world. The growth story of the company reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision "Believe in the power of dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

www.wizcraftworld.com

For further queries, please contact:

Wizspk Communications | PR

iifa@wizspk.com, +91 9987099265