

MEDIA RELEASE

AFRICA UNITE WORLD PREMIERE HELD AT NATIONAL PALACE AS PART OF ETHIOPIAN MILLENNIUM CELEBRATION

ADDIS ABABA, 15 September – The World Premiere of Africa Unite, the feature length documentary chronicling the historic 60th birthday celebrations of the legendary reggae singer held in Addis Ababa in February 2005, premiered today at the Ethiopian National Palace, former residence of H.I.M Haile Selassie I.

Africa Unite, produced and directed by award-winning filmmaker Stephanie Black (*Life and Debt*), and executive produced by Rita Marley, Cedella Marley, UNICEF Goodwill Ambassador Danny Glover and Joslyn Barnes, hails Bob Marley's vision of a united African continent and tells the story that brought multitudes from across the world to Ethiopia to join the celebrations. These included a symposium on the achievements, legacy and enduring relevance of Bob Marley, his music and message to the people of Africa, both on the continent and the Diaspora; exhibitions on the life and legacy of Bob Marley, and three concerts including the epic Meskel Square finale with an historic attendance of close to half a million persons.

"Africa Unite was much more than a magnificent concert," said Bjorn Ljungqvist, UNICEF Representative in Ethiopia. "Most significant for the work of UNICEF was the involvement of youth from across Africa who, inspired by the vision of Bob Marley, developed a set of ten 'demandments' on issues of livelihoods, governance, education, health. These issues have been captured in the African Youth Charter signed by African Heads of State, and now represents the heart of the youth agenda for the development of Africa."

The presentation of the film by Tuff Gong Pictures and Louverture Films in association with UNICEF, is part of a series of special activities intended to increase the awareness of youth about the significance of the Ethiopian Millennium. The Africa Unite documentary will be used to share information on **Speak Africa**, a communication strategy born out of the Africa Unite celebrations, designed to empower youth and promote their participation in the development of their communities by harnessing the power of popular culture and media.

The 2005 Africa Unite celebrations were organized by the Bob and Rita Marley Foundations in collaboration with the African Union, the Ethiopian Government, the United Nations Economic Commission for Africa (UNECA), the World Bank and UNICEF.

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