



Script:

Indian movie legend Amitabh Bachchan has just been appointed UNICEF Goodwill Ambassador. The agency's executive director, Carol Bellamy, hosted the ceremony at UNICEF's headquarters in New York.

Mister Bachchan's new role with UNICEF is the latest in a prolific movie career which has spanned over three decades. He remains one of Bollywood's busiest actors.

Mister Bachchan began his work with UNICEF in 2002 during a polio outbreak in Northern India. The superstar featured in a series of award winning television commercials encouraging parents to have their children vaccinated against the crippling disease.

As a UNICEF ambassador, Mr. Bachchan's special areas of focus will be polio eradication and the fight against HIV/Aids. SOUNDBITE (English) Amitabh Bachchan saying "I feel greatly honoured that UNICEF has chosen me to be a Goodwill Ambassador. (I'm happy) to be able to propagate, to be able to talk about, to be able to convince masses in India and elsewhere on issues which UNICEF is associated with." Mister Bachchan is committed to using his unique star power and incredible charisma to improve the lives of millions of children around the world.

Shotlist:

New York City, UNICEF Headquarters – 14 April, 2005

1. Amithab Bachchan arrives at UNICEF Headquarters New York
2. Amithab Bachchan, his wife Jaya Bachchan and actress Tina Ambani entering Labouisse room where ceremony is about to take place
3. UNICEF Executive Director Carol Bellamy introduce Amithab Bachchan (on stage)
4. Cut away front row spectators
5. UNICEF Executive Director Carol Bellamy with Amithab Bachchan (on stage)
6. Film clip from Amar Akbar Anthony, 1977
7. File footage from India's polio eradication campaign, March 2002
8. File clip of Amithab Bachchan featuring in polio eradication campaign spot
9. Various of Amithab Bachchan and Carol Bellamy signing the UNICEF two-year assignment agreement
10. SOUNDBITE: Amithab Bachchan (English) "I feel greatly honoured that UNICEF has chosen me to be a UNICEF Goodwill Ambassador. (I'm happy) to be able to propagate, to be able to talk about and to be able to convince masses in India and elsewhere on the issues which UNICEF is associated with."
11. UNICEF executive director Carol Bellamy puts UNICEF pin on Amithab Bachchan, handshake
12. Spectators applaud
13. Carol Bellamy and Amithab Bachchan smile on stage at the end of the ceremony