

## SIR ROGER MOORE

Sir Roger Moore, the popular British film, television and stage actor, is perhaps best known for his portrayal of Simon Templar in *The Saint* and as secret agent James Bond in internationally successful television shows and films. With his appointment as UNICEF Goodwill Ambassador on 9 August 1991, he started a new mission, fighting for children's rights.

Soon after his appointment to UNICEF Sir Roger departed to Central America on an advocacy mission. In Costa Rica, El Salvador, Honduras, and Guatemala he visited a variety of UNICEF-projects and met with the Presidents and senior government officials to discuss the situations affecting children in their countries. An advocacy trip to Brazil followed in September 1991, during which he met with the country's President and the Presidents of the Senate and House of Representatives to commend them on Brazil's incorporation of the Convention on the Rights of the Child into its Constitution.

Sir Roger's first association with UNICEF was promoting greeting cards in radio announcements prepared by the US Fund for UNICEF in the early 1980s. Support to National Committees has included serving as UNICEF spokesperson at the Zecchino d'Oro Children's song festival in Bologna (Italy) in 1990; as Master of Ceremonies (with Audrey Hepburn) of the *Danny Kaye International Children's Award* television show produced in the Netherlands in 1990, 1991 and 1992; as spokesperson at the 1991 FIFA All-Star UNICEF Benefit Match in Munich (Germany); and the World Cup Qualifying Draw in New York.

He represented UNICEF at the Artists Against Racism events in Hamburg (Germany) and he participated in activities for the 'Hamburg for UNICEF' campaign in both February and May. He gave media interviews, made television spots for Canada and the Netherlands and promoted the Water for Nepal campaign in Finland and Sweden. Sir Roger repeatedly assists in the advocacy and fund-raising activities of virtually every one of the 37 National Committees for UNICEF.

A 1996 UNICEF field mission took him to the Philippines where he saw a number of vital UNICEF-supported programmes. As part of that trip he also visited and supported the Australian and Hong Kong Committees. In 1997, he visited UNICEF programmes in Brazil and helped inaugurate the Check Out for Children™ initiative of Sheraton Hotels and Resorts, a fund-raising alliance that benefits UNICEF. For several years Sir Roger has also given strong support to the successful Change for Good® programme on British Airways, in which passengers donate their unused foreign coins to UNICEF. In June 1998, he visited Mexico to see UNICEF-supported programmes and to launch another Check Out for Children™ campaign with Sheraton Hotels. To date, the campaign has raised in excess of US\$4 million for UNICEF, largely due to Sir Roger's commitment and participation.

Sir Roger visited Slovenia in November 1998 and in June 2000, where he spoke at gala concerts in support of the National Committee's fund-raising campaign for the prevention of child malnutrition. In May 1999, he went on an advocacy mission to the former Yugoslav Republic of Macedonia, visiting UNICEF-supported projects in refugee camps and local communities.

In October 2000, Sir Roger undertook a five-day mission to Ghana accompanied by some UNICEF corporate partners and representatives of the United Kingdom Committee. Sir Roger and his team visited a number UNICEF-supported projects both in Accra and on the outskirts of the city. They attended a national immunization campaign along with the First Lady, visited with chiefs of various communities in rural areas and attended a reception in support of private sector participation.

Throughout 2001, Sir Roger worked tirelessly on UNICEF's behalf. He assisted several National Committees in their fundraising efforts, gave press conferences, interviews, promoted the Global Movement for Children and 'Say Yes for Children' campaign and supported the Financial Times Stock Exchange (FTSE), which in turn gives support to UNICEF.

In April, Sir Roger travelled to Asia on a 14-day mission. His first stop was Indonesia where he spent a week seeing UNICEF-supported projects and promoting the use of salt iodization to prevent iodine deficiency disorders. The media coverage and commitment from government officials made this a very successful visit. He then went on to Japan and Korea where he met with the Prime Minister of Japan, the President of Korea, government officials and business leaders to advocate for increased support for children in need.

Also in April, in Cannes, France, Sir Roger launched a campaign for best television coverage promoting the 'Say Yes for Children' initiative. In October, he held a press conference there to announce the finalists and he later presented the 2001 UNICEF/International Council awards at the International Emmys.

In early November, while in Jamaica, Sir Roger visited a UNICEF-supported project on street and working children. He also met with representatives of the public and private sectors and non-governmental organizations (NGOs), videotaped a public service announcement, and held media interviews. In mid-November, Sir Roger attended an automobile exhibition in Denmark to support the Danish National Committee in a UNICEF fundraiser. He also met with Princess Alexandra to appear in a film she is making about her work for UNICEF. He then went on to New York to present the 2001 UNICEF/International Council awards at the International Emmys. The following day, he helped launch a new alliance between the world football governing body, the Fédération Internationale de Football Association (FIFA) and UNICEF.

In December, Sir Roger made a visit to the Netherlands to support the Dutch National Committee and participate in their documentary series about the children of Sudan. The series was designed to raise funds for UNICEF-supported projects in that region. Sir Roger then went to Berlin to participate in a press conference on the occasion of the Yokohama Conference Against Sexual Exploitation of Children.

In 2002, Sir Roger continued his fundraising and advocacy efforts and gave strong support to the events organized by the Belgian, Dutch, German, Swedish, Swiss and United Kingdom Committees for UNICEF, and the US Fund for UNICEF. In May, he and his wife, Kristina, along with other UNICEF and United Nations Celebrity supporters, attended the UN General Assembly Special Session on Children. This historic event gathered more than 60 world leaders, 3,000 non-government delegates and hundreds of young people. The resulting Special Session document set a new agenda for children's health, education and protection over the next decade. Sir Roger also spoke at a tribute to Audrey Hepburn. From 27 May to 11 June, Sir Roger and Kristina travelled to South Korea and Japan in

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support of FIFA's 2002 World Cup and its partnership with UNICEF. They participated in the opening ceremony of the World Cup, met with senior government officials, conducted interviews, and attended press conferences and other meetings. On 18 and 19 June at the United Nations, New York, Sir Roger was one of the 43 celebrities who attended the Gathering of Messengers of Peace and Goodwill Ambassadors convened by UN Secretary-General Kofi Annan. This two-day meeting provided an opportunity for the celebrities to learn more about the priorities of the United Nations system to explore ways of enhancing their effectiveness as spokespersons and advocates.

In early November 2002, Sir Roger travelled to Zambia to see first hand how the food shortages and HIV/AIDS were affecting Zambian families. He lobbied support for food relief and solicited for antiretroviral drugs to treat children and mothers infected by HIV/AIDS. In South Africa and back in the United Kingdom, Sir Roger held interviews to support UNICEF's work in this region. At the end of the month, Sir Roger attended a conference held by the International Association of Amusement Parks and Attractions (IAAPA) and gave interviews to raise awareness and money for the newly formed partnership between the Parks Association and UNICEF. IAAPA will focus raising money for immunization.

In January 2003, Sir Roger gave a number of interviews for articles on UNICEF's work in Southern Africa, on child trafficking and on the partnership with IAAPA. In February, he spoke and accepted a cheque for UNICEF at the Cinema for Peace Festival in Berlin. In April, Sir Roger attended a UNICEF fundraiser held in Newport Beach, California, by the British American Business Council of Orange County and was presented with the 2003 Humanitarian of the Year Award. In May, he participated in a fundraising event for the French-American Aid for Children in New York.

Sir Roger regularly uses speaking engagements and public functions to promote UNICEF concerns and greeting card products. He addressed the Hotel Association and Friends of UNICEF in Toronto (Canada) as well as the Young Presidents' Organizations in Switzerland (1992) and in Greece (1993). In hosting the 1995 Superyacht Society gala in Florida (United States), he spoke with such feeling about UNICEF programmes that he raised an unexpected US\$50,000 on the spot.

Sir Roger serves as honorary chairman of the Kiwanis International's Worldwide Service Project to eliminate iodine deficiency disorders (IDD). Approximately 600,000 Kiwanis International members in 79 countries have leveraged more than US\$63million to fund UNICEF's programmes in 90 nations. Having visited IDD-related UNICEF field programmes, Sir Roger actively supports this project and includes IDD information in all of his interviews and speeches. He was a major participant in Kiwanis International's conventions in Nice (1994), Las Vegas (1995), Salt Lake City (1996), Nashville (1997), Montreal (1998) and Budapest and Denver (1999). He was a special guest speaker at the 8th World Salt Symposium in the Hague (Netherlands) in May 2000. In June 2002, Sir Roger addressed the Annual Convention of Kiwanians and received the Kiwanis Humanitarian Award – the World Service Medal – in recognition of his strong support. In June 2003, he prepared a video message for the Kiwanis annual convention.

Among his many other humanitarian efforts is a long association with the Stars Organization for Spastics in the United Kingdom, for which he served as Chairman from 1973 to 1976, and as Vice-President thereafter. He strongly supports the Variety Club of the United Kingdom of Great Britain, and the New York-based Variety Clubs International. The son of a police officer, Sir Roger is also vitally

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interested in the Police Dependants' Trust and has spoken at several Interpol meetings on his work with UNICEF. He has participated in many charitable events in the United States over the years, including the October 1990 Carousel of Hope Ball in Los Angeles for the Diabetic Children's Foundation.

Born and raised in south London, Sir Roger left high school to enter art school with the intention of becoming a painter. However, his friends advised him to seek employment in films where he started as an extra. His work attracted such attention that he was soon enrolled at the Royal Academy of Dramatic Arts. He subsequently joined the Cambridge Arts Theatre, which led to roles in London's West End.

After serving in the British Army, Sir Roger worked in various jobs until 1950, when he landed important acting roles starting in the London production of *Mr. Roberts* and later in *The Little Hut*. In 1953, he came to the United States to appear in live television drama and made his formal screen debut in *The Last Time I Saw Paris* in 1954, going on to appear in several other films at Metro-Goldwyn-Mayer Studios Inc.

On his return to England in 1961, Sir Roger found the part that made him famous in the *The Saint*, one of the most popular programmes on British television. Production of *The Saint* ended in 1968 after 114 one-hour episodes. However, another role was to make Sir Roger even more famous – that of Secret Agent 007 James Bond. Sir Roger starred in seven extremely popular "Bond" films: *Live and Let Die* (1973), *The Man with the Golden Gun* (1974), *The Spy Who Loved Me* (1977), *Moonraker* (1979), *For Your Eyes Only* (1981), *Octopussy* (1983) and *A View to a Kill* (1985). Starting roles in other films and television productions and relaxation with his family filled the intervening years before his next role in *The Quest* filmed on location in Thailand in 1995, followed by a feature in the movie *Spice World* (1997). Recently in 2003, in several cities in the United Kingdom and in New York, Sir Roger appeared as Special Guest in the play *What I Wrote*.

Throughout his career, Sir Roger has received numerous awards. He was honoured for his work with UNICEF at the Montreal Film Festival in August 1993. In January 1999, he was presented by Her Majesty Queen Elizabeth II with the Commander of the Order of the British Empire (CBE) Award, in recognition of his humanitarian achievements. He received an honorary doctorate from Ryerson Polytechnic University in Toronto (Canada) in October 1999 and was given the Variety Clubs International Humanitarian Award in May 2000 for his professional and humanitarian accomplishments. In 2001, Sir Roger was conferred with the Marcus Garvey Lifetime Achievement Award and he received The World Service Medal from Kiwanis. In February 2003, he was awarded the German Federal Service Cross from President of Federal Republic of Germany Johannes Rau for his work with UNICEF. Sir Roger was knighted by Queen Elizabeth II in recognition of his work with UNICEF in June 2003.

Sir Roger George Moore lives in Switzerland with his wife, Kristina. He has three children from an earlier marriage, Deborah, Geoffrey and Christian, and has two granddaughters, Ambre and Jessie.

June 2003