

## MEDIA ADVISORY

On the occasion of the 45<sup>th</sup> Anniversary Celebration of the International Potato Center (CIP)

**When:** Friday, September 16, 2016

**Where:** JW Marriott Hotel • Malecón de la Reserva 615, Miraflores / Room San Martin ABC

**Time:** 9:30 a.m. – 1:30 p.m.

### News focus:

1. 45 years of CIP's presence in Peru
2. Global food security and nutrition
3. CIP's role in biofortification. The Africa model.
4. 2016 World Food Prize Laureates
5. Launching of CIP's new logo

### Possibility of interviews with:

1. Barbara Wells, CIP Director General
2. Mrs. Nane Annan, Lawyer, artist and wife of UN's Nobel Laureate, Mr. Kofi Annan
3. Dr. Jan Low, CIP, World Food Prize Laureate 2016
4. Dr. Maria Andrade, CIP, World Food Prize Laureate 2016
5. Dr. Robert Mwangi, CIP, World Food Prize Laureate 2016

### Program:

- 9:30 Arrival
- 10:00 Welcome by Mrs. Sol Carreño
- Introduction by Dr. Barbara Wells, Director General, CIP
  - Keynote address by Mrs. Nane Annan
  - 2016 World Food Prize Laureates panel discussion with Dr. Jan Low, Dr. Maria Andrade, Dr. Robert Mwangi and accompanied by Dr. Graham Thiele, CIP
  - Closing remarks by Dr. Oscar Ortiz, Deputy Director General for Research and Development, CIP
- 12:00 Cocktail hour to celebrate CIP's 45<sup>th</sup> Anniversary and new logo unveiling
- 13:00 Adjourn

### Media registration

Please provide full name, title, media outlet, e-mail address and mobile telephone number to [m.lanatta@cgiar.org](mailto:m.lanatta@cgiar.org)/ 349-6017, ext. 3010, #981187198, Maria Elena Lanatta, CIP's Media Liaison contact.

### Documentation available on-line at [www.cipotato.org](http://www.cipotato.org)

B-roll, photography, speeches and program of the event, will be available **after the event**

