

UNITED NATIONS



NATIONS UNIES

UN House, 8th Floor  
53-70, JINGUMAE 5-CHOME  
SHIBUYA-KU, TOKYO 150-0001  
TEL. (03)5467-4451  
FAX. (03)5467-4455  
UN Home Page  
<http://www.un.org>

国際連合広報センター  
UNITED NATIONS INFORMATION CENTRE

〒150 東京都渋谷区神宮前5丁目53-70  
-0001 UNハウス8階  
電話 (03) 5467-4451  
FAX (03) 5467-4455  
<http://www.unic.or.jp>

(FOR USE OF INFORMATION MEDIA—NOT AN OFFICIAL RECORD)

Press Release 05-037-E

15 April 2005

Special Photo Exhibition at the UN Pavilion at the Aichi Expo 2005

“A DAY IN THE LIFE OF AFRICA – Achieving the Millennium Development Goals”

At the Millennium Summit in Sep. 2000, world leaders have agreed on setting Millennium Development Goals (MDGs) in order to solve global issues such as poverty, starvation, diseases and illiteracy. Although the international community have been trying to meet these goals ever since, the annual progress report released by UN Secretary-General Kofi Annan in September 2004 pointed out that significant progress has not been seen in the poorest countries in sub-Saharan African.

A special photo exhibition “A DAY IN THE LIFE OF AFRICA – Achieving the Millennium Development Goals” will be held in the UN Pavilion at Aichi Expo 2005. The exhibition aims to increase awareness on the MDGs and Africa whose development is considered to be a key element in achieving the targets. The exhibition has been held at many places around the world, including the United Nations Headquarters in New York in 2003. At the Expo, the United Nations Information Centre and Olympus Corporation, main sponsor of “A DAY IN THE LIFE OF AFRICA” project, will jointly organize the special exhibit, displaying photographs related to the MDGs. Through the photographs reflecting real African lives, it is hoped the visitors will think about the tasks lying ahead and how they can be involved in achieving the MDGs.

Title: A DAY IN THE LIFE OF AFRICA – Achieving the Millennium Development Goals

Period: Sunday 24 April - Saturday 14 May, 2005

Venue: Theatre space of the UN Pavilion at Aichi Expo 2005 (Global Common2)

Hours: 24 and 25 April 9:30am - 9:00pm (last entry 30 minutes before closing)

After 26 April 9:00am - 9:30pm (last entry 30 minutes before closing)

Organizer: United Nations Information Centre, Tokyo

Co-organizer: Olympus Corporation

Chance to get free postcards!

“A DAY IN THE LIFE OF AFRICA” special postcards are available:

3 pieces set to the first 1,000 visitors of the exhibition everyday during the period.

14 pieces set to the first 100 visitors of the exhibition on the opening day.

More information on the “A DAY IN THE LIFE OF AFRICA” project is available at the official

website: <http://www.olympus.co.jp/en/event/DITLA>

General Inquiries: Ms. Kosaka, PR/IR section, Olympus Corporation (Tel: 03-3340-2135)



## About "A DAY IN THE LIFE OF AFRICA"

On February 28 2002, around 100 internationally renowned photojournalists including two Japanese took part in a grand project to capture the whole of the African continent through photographs over a period of 24 hours. \*

From the teeming markets of Marrakech, to the windswept deserts of Namibia, the photographers fanned out across the continent, capturing the mountain gorillas of Rwanda, a sultan's palace in Niger, the hip music scene in Lagos, and a Zambian AIDS hospice cloaked in silence and dignity. Going out to homes, schools and workplaces all over Africa, they returned with photographs of everyday African life just as it is over the course of a single day, and wove these images into a colorful, vibrant tapestry.

The project also became renowned as the first of its kind in which almost the images were shot using digital cameras, in this case digital photographic equipment (SLR cameras, printers etc.) supplied by Olympus. The resulting photographs have been collected in the book "A DAY IN THE LIFE OF AFRICA", published in English, French and German, with all profits donated to the African AIDS Education Program Fund via the project office.

Since 2003, the photographs have also been exhibited at various locations around the world, in a series of shows sponsored by Olympus Corporation. Major, highly acclaimed exhibitions were held in Tokyo in June, Kobe in August and Seoul in November 2003, followed by Pusan, Korea in February, Kumamoto, Japan in May and Shanghai in October 2004, while a scaled-down version was run in September 2003 at the venue for The Third Tokyo International Conference on African Development (TICAD3), a gathering mainly of delegates from the Japanese government, the UN and various NGOs, with Olympus presenting copies of the book to ambassadors from African nations via the Ministry of Foreign Affairs.

Then, in October 2003, the UNDP (United Nations Development Programme) and Olympus cosponsored an exhibition at UN Headquarters in New York as part of a program of events for the United Nations International Day for the Eradication of Poverty. The opening of this exhibition was attended by numerous dignitaries including the wife of UN Secretary-General Kofi Annan plus two UN Undersecretaries-General, and the entire \$33,000 raised from the exhibition in Tokyo donated on the spot to help further the Millennium Development Goals\*\*.

\* The "A Day in the Life of Africa" project was made possible with the aid of principle sponsors Olympus, Pfizer, Anheuser-Busch and ChevronTexaco, and with the support of Apple, the World Bank, and various other companies and organizations. "A Day in the Life of Africa" is a registered trademark of HarperCollins Publishers.

\*\* Millennium Development Goals: Fifteen-year plan adopted at the UN Millennium Summit in 2000. Program setting out eight goals including eradicating world poverty and hunger, universal primary education, gender equality and the eradication of AIDS. 2003 was the first year of the plan.



For further information, please contact:  
Public Relations and Investor Relations, Olympus Corporation  
Tel: +81-3-3340-2135 Fax: +81-3-3340-2130  
Home page: <http://www.olympus.co.jp>