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## Soccer star Eto'o features in UN agency's new biodiversity campaign



20 April 2010 – Cameroonian football striker Samuel Eto'o features in a new series of advertisements by the sportswear conglomerate Puma as part of the 'Play for Life' partnership campaign which the company and the United Nations Environment Programme ([UNEP](#)) formed in January to support the 2010 International Year of Biodiversity.

The purpose of the partnership is to raise awareness about habitat and species conservation among soccer fans and the general public during worldwide events, including the World Cup later this year in South Africa, UNEP and PUMA said when they unveiled the public service announcements yesterday.

The campaign will be seen globally in print, outdoors, in shops and online and will run through the end of 2010.

"In 2010, Africa will be at the centre of the footballing world and all eyes will be on the continent," [said](#) Jochen Zeitz, chairman and chief executive of Puma. "This is a unique opportunity for the 'Play for Life' campaign and the public service announcements to create a powerful statement to help support biodiversity initiatives in Africa and around the world.

"Biodiversity and valuing and protecting all life on our planet is a huge issue in Africa. We are proud to partner with UNEP to raise both awareness and funds to help these causes," he added.

Satinder Bindra, UNEP's Director of Communications, said: "2010 is the International Year of Biodiversity. Through this powerful partnership with Puma, we are reaching out to millions of football fans around the globe to spread the message: we can all do our part to protect our planet's animals, plants, insects and ecosystems."

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