

PRESS RELEASE

**PROTECTING THE ENVIRONMENT – THE THEME OF THE CORRIERE DELLA SERA
2022 ADVENT CALENDAR FOR UNICEF**

**Available from news-stands from 25 November for one week as a supplement to
the daily newspaper for just €1**

Milan, 23 November 2022 – From 25 November for one week only, the colourful and informative *Corriere della Sera* Advent calendar for UNICEF will be on the news-stands. This year's theme is **protecting the environment**.

For the third year running, Banor – one of Italy's largest independent wealth and asset managers – supports this **important initiative: for only €1**, readers can give, and be given, a **two-fold gift** to promote the well-being of children and the planet.



Together with Fabio Vettori's famous and much-loved "Ants" in all sizes great and small, the opening of each Advent "door" will **reveal useful tips** that everyone can easily adopt in their everyday lives to improve their treatment of the environment and thus reduce their impact on climate change.

This is a vitally important issue: the UNICEF *Children's Climate Risk Index* says that 1 billion children globally – almost half the world's children – are exposed to "an extremely high risk" of climate and environmental shocks, such as heat waves, cyclones, floods and water shortages.

This is a climate crisis that each year further aggravates the already tragic situation in many countries, including Ethiopia, which is facing its fourth year without rain, bringing drought and famine of unprecedented intensity.

The purchase of every *Corriere della Sera* 2022 Advent Calendar will enable UNICEF to provide the country with 74 tablets to purify 14,800 litres of water, ensuring that more than 20 children have enough clean water for a whole year.

"Protecting the environment, fighting climate change and ensuring a just present and future for all children are key principles for *Corriere della Sera* and for all of us. Whatever our age, we can and must make our contribution, even through small but nevertheless important daily gestures," **explains Luciano Fontana, editor-in-chief of *Corriere della Sera*. He continues:** "Once again this year *Corriere della Sera* is working with UNICEF in the important fight against child malnutrition. This is a commitment widely shared by our readers, whose purchase of the two previous editions of the calendar enabled UNICEF to deliver life-saving medicines to 600 children and provide special food supplements to 37,846 children affected by food emergencies."

"Drought doesn't just mean a lack of water; children go hungry and thirsty every day. They are forced to walk miles in search of food and water and often have to drink from contaminated sources. This leads to malnutrition and other deadly but preventable diseases. In Ethiopia, 12.5 million

children are in need of humanitarian assistance and more than 17 million people have been hit by drought in four regions,” **asserts Carmela Pace, President of UNICEF Italia.** “I would like to thank Corriere della Sera and Banor for standing by UNICEF again this year as they help the most vulnerable children.”

“We are happy to contribute again this year to an initiative of extraordinary importance to safeguard the health and well-being of many children around the world,” **says Massimiliano Cagliari, Managing Director of Banor SIM. He adds:** “Climate change is a fact and it is right that even the youngest of children should be aware of it. We at Banor, who have always been mindful of sustainability and environmental issues, join with UNICEF and Corriere della Sera in helping to lay the foundations of a better future for upcoming generations.”

The initiative is supported by a communication campaign created by *Hi! Comunicazione* and rolled out in *Cairo Editore* and *RCS Group* titles, in *Famiglia Cristiana* and *Internazionale*, and in ads on *RDS*, *RTL 102.5* and *Radio Popolare*, as well as in special newsletters.

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