



September 5, 2018

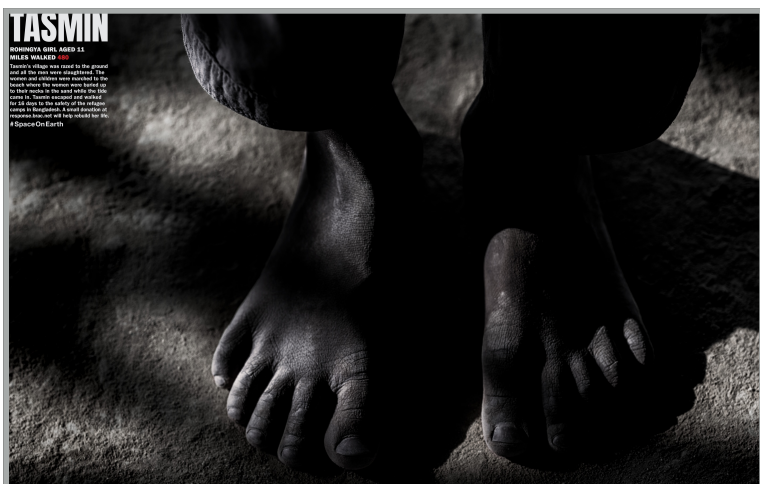
## One Year On, And Half A Million Rohingya Children Are Still In Makeshift Shelters In Dire Need Of Help

**BRAC and Texel Foundation urge companies and individuals to not forget the children of the Rohingya crisis**



Short Film - #SpaceOnEarth

See: <http://bit.ly/2MKK460>



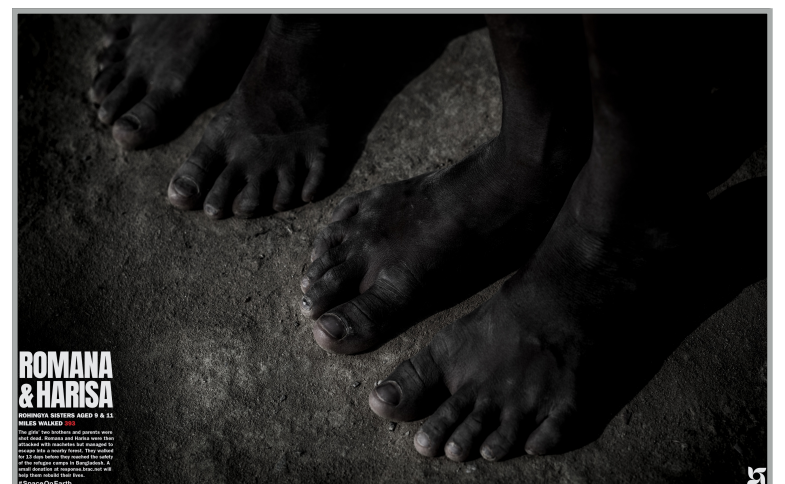
Print - Tasmin

See: <http://bit.ly/2PCEoIn>



Print - Samira

See: <http://bit.ly/2NLWg2Q>



Print - Romana & Harissa

See: <http://bit.ly/2oDmlRd>

**SINGAPORE** - BRAC, the world's leading NGO and the largest civil society responder to the humanitarian crisis involving the Rohingya, today announced that Texel Foundation is supporting them with a campaign to raise awareness and funds to ease the plight of the Rohingya children who have fled their homes amidst violence in the Rakhine state of Myanmar.

Almost 1 million Rohingya were forced to flee the violence in their homes a year ago, seeking refuge in neighbouring Bangladesh. Over 550,000 of these refugees are children, currently living in desperate conditions in the largest refugee camp on earth, situated on the border between Bangladesh and Myanmar. The children arrived traumatised and malnourished, and are in dire need of humanitarian assistance, many of them suffering mentally and physically from the atrocities they have experienced.

BRAC estimates that US\$56 million funding is needed for its humanitarian programme on the ground - for shelter, hygiene and healthcare, drinking water, food and proper nutrition, vaccination and learning centres.



US\$26 million has been raised to date. But another US\$30 million is needed, especially with the ongoing monsoon season putting many of the makeshift homes in the refugee camp at risk and bringing new challenges for the displaced communities.

To mark one year of the forced exodus, Texel Foundation will launch their campaign for the Rohingya children. More than just driving awareness and fundraising, the video and print series created by Ogilvy will give the refugee children a voice for the first time. It delivers a core message - #SpaceOnEarth – that in a world as big as ours, there surely must be a safe place the Rohingya children can eventually call home. Through the video the children tell their stories, their hopes and dreams for a future that allows them to live in peace.

Erum Mariam, Director, BRAC Institute of Educational Development said, *“We have witnessed women and children bearing the brunt of the crisis. I have seen children shouldering adult responsibilities to help their families. However they are still amazingly resilient and take up every opportunity to play, learn and just be children. There’s still a lot of work that needs to be done, and we need partners to help us for the long haul. We thank Texel Foundation and Ogilvy for coming forward to help carry our message to the world.”*

Andy Lennard, Founder of Texel Foundation, said, *“It’s all about the children and their present suffering. If we do nothing then we are complicit in their pain. Texel Foundation, by commissioning this film, wants the world to be aware of this tragedy and BRAC is the NGO we know that could help them best, having worked on the ground since the crisis started.”*

The campaign created by Ogilvy that launches today consists of a short film (see: <http://bit.ly/2MKK460>) and a series of print ads describing the Rohingya children’s stories and message to the world.

The Rohingya urgently need your support. To find out more and to donate please go to:  
<http://response.brac.net>

#SpaceOnEarth

- ENDS -

## Download Material

**Short Film** - #SpaceOnEarth, click here: <http://bit.ly/2N7Nhft>

Note, if you would like to embed the YouTube film on your website, please use the following link:

<https://www.youtube.com/embed/L60frLewfbg>

**Print** - Tasmin, click here: [bit.ly/2PCEoIn](http://bit.ly/2PCEoIn)

**Print** - Samira, click here: [bit.ly/2NLWg2Q](http://bit.ly/2NLWg2Q)

**Print** - Romana & Harissa, click here: <http://bit.ly/2oDmlRd>





### **About Texel Foundation**

Texel Foundation is the philanthropic arm of the Texel Group of companies which includes a specialist political risk and credit insurance broker, providing solutions to global trade, financial and investment risks. Their aim is to grow and enhance people's lives wherever they are active and whenever they can make a difference. The company does this by partnering with organisations that run inspiring, impactful, life-changing programmes promoting their core objectives of health, education and positive social impact.

### **About BRAC**

BRAC was founded in Bangladesh in 1972 by Sir Fazle Hasan Abed, and today is a global leader in developing cost-effective, evidence-based poverty innovations in extreme poverty, conflict-prone and post disaster settings. These include programmes in education, healthcare, microfinance, girls' empowerment, social enterprises, human and legal rights. BRAC has been ranked the number one NGO in the world for three consecutive years by the Geneva-based NGO Advisor. BRAC operates in 11 countries with a global annual expenditure of more than \$1.1 billion

### **About Ogilvy**

Ogilvy has been producing iconic, culture-changing marketing campaigns since the day its founder David Ogilvy opened up shop in 1948. Today, Ogilvy is an award-winning integrated creative network that makes brands matter for Fortune Global 500 companies as well as local businesses across more than 120 offices in 83 countries. The company creates experiences, design and communications that shape every aspect of a brands needs through six core capabilities: Brand Strategy, Advertising, Customer Engagement and Commerce, PR and Influence, Digital Transformation, and Partnerships. Ogilvy is a WPP company (NASDAQ: WWPGY). For more information, visit <http://www.ogilvy.com/>, or follow Ogilvy on Twitter at @Ogilvy and on Facebook.com/Ogilvy.

### **Press Contact**

Greg Carton  
Head of Marketing & Communications, Asia Pacific  
Ogilvy  
Tel: +852 2884 8125  
Email: [greg.carton@ogilvy.com](mailto:greg.carton@ogilvy.com)