



# THE WORLD FOOD PRIZE

## SOCIAL MEDIA KIT



THE WORLD FOOD PRIZE IS THE FOREMOST INTERNATIONAL AWARD RECOGNIZING THE ACHIEVEMENTS OF INDIVIDUALS WHO HAVE ADVANCED HUMAN DEVELOPMENT BY IMPROVING THE QUALITY, QUANTITY OR AVAILABILITY OF FOOD IN THE WORLD.

### SIR FAZLE HASAN ABED

Sir Fazle Hasan Abed of Bangladesh, founder of BRAC, will receive the 2015 World Food Prize. Sir Fazle has lifted generations out of poverty and has led BRAC to become the world's largest NGO. In 1972, Sir Fazle founded BRAC after a series of devastating events in Bangladesh to alleviate poverty and empower the poor. Today BRAC operates 18 financially and socially profitable enterprises, across health, agriculture, education, green energy, printing and retail sectors.

### JOIN THE CONVERSATION ONLINE #FOODPRIZE15



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### EXAMPLE TWITTER & FACEBOOK POSTS

 Congrats to the 2015 World Food Prize Laureate Sir Fazle of @BRACWorld! [worldfoodprize.org](http://worldfoodprize.org) #FoodPrize15

 The 2015 World Food Prize Laureate lifted generations out of poverty! Congrats Sir Fazle! #FoodPrize15

 Congratulations to Sir Fazle Hasan Abed for being named the 2015 World Food Prize Laureate! Sir Fazle created BRAC helping lift generations out of poverty. Find more information here: [worldfoodprize.org](http://worldfoodprize.org) #FoodPrize15

### GRAPHICS AVAILABLE:

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