

# WATCH HUNGER STOP

MICHAEL KORS

The United Nations food relief agency has [announced](#) a new partnership with United States designer Michael Kors to raise awareness of global hunger throughout the fashion community and beyond.

“I am so proud to be joining the World Food Programme ( [WFP](#) ) in one of the greatest global fights of our time – the battle to end hunger,” Mr. Kors said.

“Millions of people all over the world are struggling to feed themselves, and their families, every day. I want to lend my voice and my efforts to this international cause.”

Mr. Kors, who this year announced global hunger would be at the centre of his philanthropic efforts, will support WFP through a series of awareness-focused campaigns, special events and limited-edition fundraising products created by his namesake company.

“We look forward to working with Michael Kors. Together, we will generate more attention as well as much-needed resources in support of WFP’s efforts to end world hunger,” WFP Executive Director Ertharin Cousin said in a news release.

A public service announcement was released across Michael Kors’ social media channels last week featuring notable figures from fashion, music and film, including singer-songwriter and actress Bette Midler, comedian Seth Myers and actress Olivia Munn, highlighting statistics on global hunger.

In March, Mr. Kors' fashion brand will launch two unisex watch styles for its ["Watch Hunger Stop"](#) campaign.

Each watch sold will allow WFP to feed 100 children. There will also be a text-to-donate initiative as another way for individuals to support the campaign.

According to WFP, one in eight people do not get enough food to be healthy and lead an active life, making hunger and malnutrition the number one risk to health worldwide – greater than AIDS, malaria and tuberculosis combined.

**Source:** [UN News Centre](#)