



World Food Programme Ambassador Christina Aguilera and WFP's longtime partner [Yum! Brands](#) have kicked off an annual World Hunger Relief campaign with a new public service announcement (PSA). It comes on the heels of Aguilera's summer trip to Rwanda and features video footage from her time in the central African nation witnessing firsthand the effects of hunger.

During her trip to Rwanda, Aguilera, a multi-Grammy Award winner and multi-platinum recording artist, served food to hungry children through WFP's [school meals program](#). She also traveled to the Kigeme refugee camp and listened to stories from mothers and children who had escaped conflict in the neighboring Democratic Republic of Congo. She said she was moved by her experience.

"You just want to see a smile," Aguilera said in the September issue of InStyle Magazine. "You just want to see some kind of hope, anything to help inspire them to rebuild their self-esteem

and their lives. All they know is how to survive.”

Aguilera is the face of the World Hunger Relief campaign across KFC, Pizza Hut and Taco Bell restaurants. She has been the global spokesperson for Yum! Brands' World Hunger Relief since 2009. Posters featuring Aguilera will be displayed in KFC, Pizza Hut and Taco Bell restaurants.

Additional links:

- [Watch the video here](#)