



**5 December 2014. As support continues to flow in to help feed Syrian refugees, the United Nations World Food Programme (WFP) is taking its unprecedented social media campaign to the next level with a new video supported by chart-topping musician Aloe Blacc.**



“The global web community is with us,” said WFP Executive Director Ertharin Cousin, “and with the generous support of Aloe Blacc we can further tell the story of the poor and vulnerable Syrians and how a dollar from someone who cares can make a difference.”

On Monday, the lack of funds forced WFP to suspend its food assistance e-voucher program for nearly 1.7 million Syrian refugees. An unprecedented social media campaign #ADollarALifetime was launched to raise the US\$64 million needed immediately to reinstate food assistance through e-vouchers this December.

Individuals, corporations and governments around the world contributed US\$21.5 million in the first 24 hours of the campaign. WFP must raise an additional US\$42.5 million to ensure all 1.7 million Syrian refugees do not go hungry this month. The 72 hour #ADollarALifetime will end Saturday 9 a.m. (CET).

Blacc's song "I Need A Dollar" is the soundtrack for the #ADollarALifetime video launching today on WFP's social media channels and by supporters everywhere.

The video can be viewed on <http://www.wfp.org/ForSyrianRefugees>

People can donate online at the same link, or through WFP's website [wfp.org](http://www.wfp.org)



Members of the public are also being asked to swap their profile picture on Twitter and Facebook with a 'badge' representing the 1 Dollar for Syrian Refugees campaign. Badges can be found on [wfp.org/forsyrianrefugees](http://wfp.org/forsyrianrefugees).

Use the following hashtag to show your support: #ADollarALifetime

Since the Syrian conflict erupted in 2011, WFP has succeeded, despite fighting and problems of access, in meeting the food needs of millions of displaced people inside Syria and up to 1.7 million refugees in the neighbouring countries of Lebanon, Jordan, Turkey, Iraq and Egypt. oDeri

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