



A pen, a brush or a tablet, at a stroke artists can bring virtual characters to life and capture the imagination of people of all ages, everywhere. Over the past two decades, several 'Honorary' Ambassadors have helped champion the United Nations' message. Today, at a ceremony at UN Headquarters in New York, the UN is set to designate Wonder Woman as 'Honorary' Ambassador for the Empowerment of Women and Girls.

The Wonder Women campaign, in support of Sustainable Development Goal 5 – to achieve gender equality and empower all women and girls – will highlight what we can collectively achieve if women and girls are empowered.

This is not the first time that an artist's creation has been named 'Honorary' Ambassador and helped the UN spread its message. Tinkerbell was named Ambassador of Green in 2009, and in honor of Friendship Day in 1998, Nane Annan, wife of Secretary-General Kofi Annan, named

Winnie the Pooh as the world's Ambassador of Friendship.

More recently the United Nations partnered with the Angry Birds to encourage young people to step up their actions to address climate change and ensure a sustainable and happier future for all.



At UNRIC too, virtual honorary ambassadors have helped us reach otherwise unattainable audiences. In 2008, the Little Prince helped UNRIC celebrate the 60th anniversary of the Universal Declaration of Human Rights, and again in 2009 in raising awareness of climate change.

In 2011, a new partnership started with Elyx, the creation of renowned French artist YAK. Transcending boundaries, Elyx has no race, sex, nationality, or audible voice. It engages the world with curiosity and good humour and shares its journey through photos.



