

Subject: Letter of Designation of GAVI Alliance Envoy

Dear Mr. Roedy,

Leveraging effective partnerships and innovative approaches to improve the health of the world's poorest children has always been at the heart of the GAVI Alliance. Enlisting men and women of talent and passion who can help focus attention on the fundamental right to good health and the role that immunisation plays is also critical to GAVI's work.

Thanks to the GAVI Alliance, more than 257 million children have been immunised against life-threatening diseases and 5.4 million premature deaths have been averted over the past decade. Having helped increase immunisation rates in low-income countries to a historic 80 percent high, the Alliance is now gearing up to tackle the world's two biggest child killers: pneumonia and diarrhea. To accomplish this ambitious goal, GAVI needs approximately US\$ 4.3 billion in new donor contributions over the next five years.

Your extraordinary leadership in the area of health and human rights through the Staying Alive campaign, the Global Business Coalition on HIV/AIDS and the Global Media AIDS Initiative continues to inspire commitment among a broad range of fellow advocates and the many committed individuals working in this field. Equally, the success of MTV Networks International as one of the world's most recognised consumer brands and media channels is undeniably a remarkable tool to convey critical messages to a broad range of audiences.

As a health advocate myself for many years now, I truly value your commitment to global health as well as your strong will to fight complacency and stigma around health issues. Both your experience and personality to capture people's imagination would bring a unique contribution to our collective effort of protecting millions of children from vaccine-preventable diseases.

It is, therefore, with great pleasure that I wish to invite you to become a GAVI Envoy to advocate for the importance of immunisation.

If you accept, GAVI staff will work with you to agree upon a terms of reference.

I do hope you'll join us and I look forward to seeing you in Kigali.

Yours sincerely,



Mary Robinson,
Chair of the GAVI Alliance Board