



MEDIA ADVISORY

IT'S OFFISHALL!

CTV's ETALK TO AIR RAPPER'S TRAVEL DIARY TO HORN OF AFRICA FAMINE ZONE

TORONTO, Ont. (Oct. 11, 2011)—Toronto rapper Kardinal Offishall is on a humanitarian mission to the Horn of Africa.

"I am calling this a transformation tour," says Kardinal. "I have the ability with my music, to engage the public and place a spotlight on an international issue that Canadians need to open their eyes to, and act for kids' sake."

The Juno Award winner will be visiting Canadian-funded projects operated by World Vision this week with President and CEO Dave Toycen.

"Famine is ugly," says Toycen. "If Kardinal is going to make some noise about the famine, that ultimately helps us save the lives of children and families."

The United Nations Children's Fund reports half a million children are close to death.

Kardinal Offishall, also known to his Toronto friends as Jason Harrow, is perhaps best known for his Billboard smash hit "Dangerous." In 2010 he starred along with many Canadian stars in the Young Artists for Haiti group formed to assist earthquake victims.

This trip to East Africa is Kardinal's first exposure to a humanitarian disaster that will also highlight hope.

World Vision staff will show Kardinal how Canadian-funded, long-term projects are making a difference just two hours from the famine zone by helping farmers resist drought through sustainable planting methods. They will also visit communities where children are going back to school.

World Vision is working across the drought zones in Northern Somalia, Ethiopia, Tanzania and Dadaab, Kenya, which is the world's largest refugee camp numbering 450,000 refugees.

Kardinal's trip will be chronicled in an upcoming series of reports to air on CTV's etalk in Canada.

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