

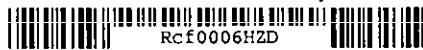
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Address by Mr. James P. Grant  
Executive Director of the United Nations Children's Fund (UNICEF)  
on the occasion of  
The 20<sup>th</sup> Fuji Television Network System Benefit Campaign

January 1994



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United Nations Children's Fund Fonds des Nations Unies pour l'enfance Fondo de las Naciones Unidas para la Infancia  
Детский Фонд Организации Объединенных Наций 联合国儿童基金会 منظمة الأمم المتحدة للطفولة

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**Message from Mr. James P. Grant**  
**Executive Director of the United Nations Children's Fund (UNICEF)**  
**on the occasion of**  
**The 20th Fuji Television Network System Benefit Campaign**

On behalf of the United Nations Children's Fund, I would like to congratulate the Fuji Television Network and its 25 member stations on the occasion of the 20th FNS Benefit Campaign. This is a most important milestone in your highly successful campaigns to improve the lives of the underprivileged children of the developing world. Your concern for children and your ceaseless efforts to turn that concern into effective action are deeply appreciated.

UNICEF highly values its working relationship with the nation-wide Fuji Television Network System. Thanks to the foresight and leadership of the FNS, benefit campaigns for the less fortunate children of Asia and Africa have been taking place annually since 1974. We are truly proud to have the Fuji Network's long-standing support, now extending over two decades.

Over this period, you have raised close to two billion yen in generous contributions from the Japanese people. These donations have been used to support UNICEF programmes in safe water and sanitation, primary health care, basic education, and emergency relief assistance to meet the urgent needs of children around the world.

We also greatly appreciate the visits of FUJI Television production teams to UNICEF field operations in many parts of the world, including Sri Lanka, Bangladesh, Thailand, Nepal, Mali, Bhutan, the South Pacific islands, the Philippines, Pakistan, Laos and Cambodia. These reporting visits have enabled the Japanese people to see for themselves the needs of the children in developing countries and to witness the joint efforts of the governments and the people of these countries, with UNICEF assistance, to alleviate the desperate situation confronted by their children.

Amidst world-wide economic difficulties, rising debt and an increasing number of civil conflicts, the prospects for children in the developing countries may seem bleak. But the 1990s is also witnessing a great upsurge in concern for children, embodied in the 1990 World Summit for Children and the Convention on the Rights of the Child. There are greater opportunities for making accelerated human progress today than ever before – if only we seize them.

Today's children are tomorrow's world. Let us continue to work together to make that tomorrow a better one for all children.

In closing, I would like to thank Mr. Hisashi Hieda, Chairman of the FNS Benefit Campaign, the Campaign Secretariat, and all those organizations and individuals who have joined together to make the FNS Campaign a major success for the world's children.

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