



16 February 2015 – Football player Zlatan Ibrahimović, striker for Paris-Saint-Germain (PSG) football club and captain of the Swedish national team, took off his shirt after Saturday’s match, showing the tattooed names of 50 hungry people currently helped by the [United Nations World Food Programme](#) (WFP). “Wherever I go people recognise me, call my name, cheer for me,” said Ibrahimović. “But there are names no one cares to remember. That no one cheers for: the 805 million people suffering from hunger in the world today.”

The newest ‘ [805 Million Names](#) ’ awareness campaign is built around the 50 names 'tattooed' on Ibrahimović’s chest. These names symbolically represent the 80 million people currently assisted by WFP, the world's largest humanitarian agency fighting hunger worldwide. A number that almost equals the entire population of Germany, but still fades in comparison to the 805 million people worldwide who don’t have enough to eat.

[#805MillionNames](#)

“Each one of the 805 million people suffering from hunger in the world has a name, a voice, a story to share,” said Marina Catena, WFP Director for France and the Principality of Monaco.

“Zlatan accepted the challenge and wished to carry their stories on his own skin so that the world does not forget them.”

The awareness campaign can also count on the critical support of Paris-Saint-Germain as well as the [Paris-Saint-Germain Foundation](#) , active since 2000 and focusing on a wide range of dedicated programmes involving children. All these programmes reach up to 10.000 children per year in Paris and its suburbs.

"Dream Bigger"

“We are building a great football team and we wish that the values of solidarity and help that are foundations of our team are also shared towards people in greater needs. ‘Dream bigger’ is PSG’s motto and so we have decided to support our football player Ibrahimović and WFP in this innovative campaign to raise global awareness on the fight against hunger,” added Nasser Al-Khelaïfi, Chairman and CEO of the club and President of the PSG Foundation.