PUBLIC PERSONALITIES WORK FOR U.N. CAUSES

Since the early 1950s, the United Nations has enlisted the help of prominent personalities from the worlds of art, music, film, sport and literature to highlight key issues and draw attention to its activities. Currently, seven Messengers of Peace and more than 70 Goodwill Ambassadors work on behalf of the UN, its Agencies, Programmes and Funds. In this edition of World Chronicle, Gillian Sorensen, Assistant Secretary-General for External Relations of the United Nations and organizer of the recently held “Celebrity Summit” in New York, discusses what contributions can public figures give to pressing global issues.