



# FEED THE FUTURE

The U.S. Government's Global Hunger and Food Security Initiative

## Feed the Future Country Fact Sheet

Online Version: <https://www.feedthefuture.gov/article/nfl-players-association-and-nfl-team-usaid-and-ad-council-tackle-crisis-horn-africa>

# NFL Players Association and NFL Team up with USAID and Ad Council to Tackle the Crisis in the Horn of Africa

Just in time for the holiday season, a time when charitable giving increases, NFL players have joined [FWD](#), a national public awareness campaign designed to inform Americans of the extreme famine, war and drought in the Horn of Africa. Developed by the U.S. Agency for International Development (USAID) and the Ad Council, the FWD campaign encourages Americans to forward the facts about the crisis and to donate to the relief efforts.

"Right now, the famine, war, and drought in the Horn of Africa is the largest humanitarian crisis in the world, impacting more than 13 million people," said USAID Administrator Dr. Rajiv Shah. "As lives and livelihoods are threatened, USAID and its partners are working to increase awareness of the crisis and urge people to act and support relief efforts."

[View the PSAs in our media gallery.](#)

[Read the full press release on the USAID website](#)