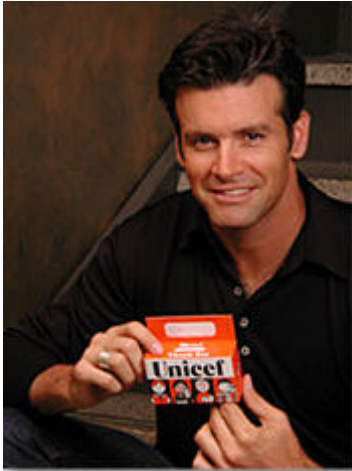


**OUR WORK****Latest News**

October 2, 2000

**ROCH VOISINE JOINS THE UNICEF FAMILY***A Powerful Voice for the World's Children*

Juno Award winning Canadian singer and composer Roch Voisine has taken up the cause of the world's children by becoming a UNICEF Canada Special Representative. In accepting the post with UNICEF Mr. Vosine continues his commitment to humanitarian issues.



"I know the joy and meaning that music can bring to people the world over", said Voisine. "If, through my music and my career, I can inspire others to help children in need, I will feel very proud." Mr. Voisine was inspired by the work of UNICEF international Honorary Spokesperson Nana Mouskouri, who recorded Voisine's song, *Waiting*, with the French adaptation, *Dix mille ans encore*.

Mr. Vosine begins his work with UNICEF by recording national public service announcements for television and radio this fall, commencing with the annual Trick-or-Treat for UNICEF fundraising campaign in October, UNICEF Month.

Roch Voisine was born in New Brunswick in 1963, moving to Quebec when he was 10. When a knee injury prevented him from becoming a professional hockey player, he began writing songs while studying at the University of Ottawa. In 1989 he recorded the song *Helene* which became a huge hit in Quebec and France, selling 3 million copies. This was the beginning of many successful songs and albums in French and English, concert tours in Canada and Europe, and awards during the 1990's. He performed with David Foster at Canada's 125th birthday celebration on Parliament Hill the hit song they co-wrote, *I'll Always Be There*. In 1992 at 29, he was the youngest artist to receive from the French Government the distinction of Chevalier des Arts et des Lettres. In 1997 he was made an Officer of the Order of Canada. This fall Voisine is releasing a new album, *Christmas is Calling*, in Canada and France; is taping a television special for Christmas and will give concerts across the country in November and December.

Guided by the United Nations Convention on the Rights of the Child, UNICEF works in over 150 developing countries to meet the basic needs of children, protect them from abuse, and help them reach their full potential. UNICEF works in such areas as health care, nutrition, water and sanitation, education, child exploitation, peace building and children affected by emergency situations.

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