



FOR IMMEDIATE RELEASE

JMJ Associates and The School of Coaching Sponsor World Hunger Day 2012

AUSTIN, TEXAS, March 06, 2012 —JMJ Associates and The School of Coaching are proud sponsors of World Hunger Day 2012 and The Hunger Project. They will be supporting World Hunger Day and the events leading up to a major celebration concert on Monday, 28 May, 2012 in London at the Royal Albert Hall. The legendary Dionne Warwick will be headlining the event in support of the Hunger Project's work.

The Hunger Project is a global strategic organisation committed to the sustainable end of world hunger and poverty. In Africa, South Asia and Latin America, The Hunger Project works to end hunger and poverty by empowering millions of women and men to lead lives of self-reliance, meet their own basic needs and build better futures for their children. They work in more than 20,000 villages across 11 countries, reaching the lives of an estimated 35 million people primarily through 375,000 trained volunteer leaders.

JMJ Associates and The School of Coaching have been involved with and supported The Hunger Project since its creation. Founded on closely aligned principles, methods and a commitment to global, sustainable results, the partnership allows both organizations to have a greater reach in the world. In late 2008, the employees of JMJ and The School of Coaching committed to underwriting the funding of a Hunger Project Epicenter in Ghana. An Epicenter is a cluster of 10 to 15 rural villages—a combined population of 10,000 people who come together to meet basic needs. The centerpiece of the Epicenter is an L-shaped building that houses the community's programs for health, education, food security and economic development.

“We are proud of our long-term association with and support of The Hunger Project. Our respective organisations work to ‘unleash the potential of people’ and we share common values. Seeing The Hunger Project's work on the ground in Ghana was inspirational and moving. They work to empower women, form strong partnerships with the local government and address the underlying causes of hunger and poverty.” **Mark Britton, COO, JMJ Associates and a Trustee of The Hunger Project UK**



World Hunger Day seeks to inspire people in both the developed and developing countries to show their commitment and support to enable many others to end their own hunger and poverty and make the journey to self-reliance.

A series of World Hunger Day challenges have been scheduled leading up to a major celebration concert at The Royal Albert Hall in London, including a 100km walk and a 100km cycle challenge through the night. The concert will be an incredible night of celebrations and fundraising, led by the renowned singer and United Nations Ambassador, Dionne Warwick, and her friends.

"I am delighted to have been asked to lead this year's World Hunger Day 2012 event and to be returning to the incredible surroundings of the Royal Albert Hall on 28 May 2012. I will be alongside some of the world's finest musicians and international artists, performing to an expected audience of almost 6,000 people," **Dionne Warwick**.

The aim of the concert is to raise awareness about the daily reality faced by those suffering from extreme hunger and poverty. The 25,000 deaths from hunger and poverty which occur each and every day are not inevitable, nor are they unsolvable, as so many people believe.

Find out how you can support [World Hunger Day 2012](#)

About JMJ Associates

JMJ Associates is a global management consultancy, which this year is celebrating 25 years' experience serving large industries, including energy, mining and construction. JMJ provides clients with a powerful combination of strategic insight, deep industry knowledge and superb execution assisting them to catalyze human innovation for breakthrough results.

JMJ is the world leader in workplace safety consulting, having developed and implemented its *Incident and Injury-Free*[®] safety approach on behalf of multinational corporations around the globe. The firm's *High-Performance Projects*[™] practitioners are well-known as trusted advisors to standing organizations, as well as to owners and contractors executing large complex capital projects. The firm serves its clients from offices in Austin, Doha, Durban, London, Perth and Singapore. JMJ can be found on the Web at www.jmj.com.

