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# Press Release

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Note to Correspondents

**JAPANESE SINGER MISIA APPOINTED HONORARY AMBASSADOR FOR TENTH  
CONFERENCE OF PARTIES TO UN CONVENTION ON BIODIVERSITY, IN NAGOYA,  
18-29 OCTOBER**

Japanese female singer MISIA has been appointed as an Honorary Ambassador for the tenth Meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity, which will be held from 18 to 29 October 2010 in Nagoya, Aichi Prefecture, Japan.

The Conference will focus on the post-2010 biodiversity targets by gathering opinions from diverse groups of stakeholders on what actions should be taken in the short- and medium-term, and how these actions will be implemented. Prior to this, and in support of the 2010 International Year of Biodiversity, a one-day High-Level Meeting on Biodiversity will bring together Heads of State, Government and delegations during the sixty-fifth session of the General Assembly in September in New York.

These two meetings will shape the biodiversity agenda in the coming years and will need to address the challenges of accelerated biodiversity loss caused by overfishing, deforestation and pollution, and compounded by climate change.

In her honorary role, MISIA will help raise awareness of the continuing depletion of biological resources and inform the public on the sustainable use of biodiversity. "In this International Year of Biodiversity, we must counter the perception that people are disconnected from our natural environment. We must increase understanding of the implications of losing biodiversity," said Secretary-General Ban Ki-moon. Referring to Honorary Ambassador MISIA, he said she could "help highlight our common struggles for protecting life on Earth and the actions we can take to slow down biodiversity loss".

Echoing that sentiment, the Executive Secretary of the Convention, Ahmed Djoghlaf, said: "I am delighted by news of this appointment by the Secretary-General. More than ever we need a global alliance to safeguard life on Earth and the appointment of MISIA as the COP10 Honorary Ambassador is an important step to help build public awareness and support for this."

Born in Nagasaki, Japan, MISIA debuted as a recording artist in 1998. Her hit single *Everything* sold over 2 million copies.

In 2008, MISIA established "Child AFRICA", the voluntary organization which supports education in Africa and carries out its programmes in cooperation with various Japanese and international aid agencies and relief organizations.

For more information on how the Convention on Biological Diversity promotes nature and human well-being, please visit [www.cbd.int/cop10](http://www.cbd.int/cop10).

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