



## PRESS RELEASE

### **CRICKET STAR MUSHFIQUR RAHIM JOINS USAID TO CAMPAIGN FOR IMPROVED MATERNAL AND NEWBORN HEALTH IN HABIGANJ**

**HABIGANJ, APRIL 4:** Mushfiqur Rahim, the captain of Bangladesh's national cricket team, visited the U.S. Agency for International Development (USAID)'s health project – MaMoni – in Habiganj today. As a USAID brand ambassador, Mushfiqur promotes health awareness messages across the country, focusing on mothers and young children.

In Habiganj, Mushfiqur visited a union Health and Family Welfare Centre, spoke to pregnant women and mothers with small children, and participated in a community action group promoting good maternal and child health. Mushfiqur emphasized the importance of community health initiatives, prenatal care for pregnant women, and the use of health facilities for giving birth.

He also played with community cricketers to raise funds for rural mothers. The cricket match, organized by USAID's MaMoni, was sponsored by Beximco Pharmaceuticals Limited, Duncan Brothers (Bangladesh) and Bengal Indigo Limited. The event raised 100,000 Bangladeshi Taka which will help provide needed medical treatment for ten rural mothers who experienced health complications during recent child delivery. The Habiganj District Commissioner, Superintendent of Police, Civil Surgeon, Deputy Director Family Planning, and Zilla Parishad President were present at the match.

USAID's five-year, \$13.5 million health program, MaMoni, promotes healthy maternal and newborn health care practices at home and strengthens maternal and newborn health services in health facilities in Sylhet and Habiganj districts. MaMoni is implemented by Save the Children.

Mushfiqur Rahim is one of four USAID brand ambassadors who volunteer their time to promote maternal and child health in Bangladesh.

*The U.S. Government, through USAID, has provided over \$6 billion in development assistance to Bangladesh since 1971. In 2012 alone, USAID provided more than \$200 million to improve the lives of people in Bangladesh. USAID supports programs in Bangladesh that: promote democratic institutions and practices, expand food security and economic opportunity, improve health and education services, and increase resiliency to climate change through adaptation and low carbon development.*

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