

17 August 2015

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Dear Secretary-General,

I am writing to share with you the intention of UNICEF to appoint professional tennis player Novak Djokovic as a UNICEF Goodwill Ambassador. This is in accordance with the Guidelines for the Designation of Goodwill Ambassadors and Messengers of Peace.

Mr. Djokovic, a Serbian national, is currently ranked No. 1 in Men's Singles by the Association of Tennis Professionals and is considered to be one of the greatest tennis players of his time.

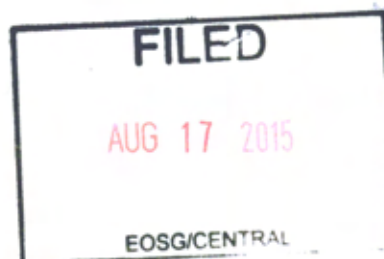
In August 2011, Mr. Djokovic was appointed a National Ambassador with a focus on early childhood education by UNICEF Serbia. Through his private foundation and partnerships, Mr. Djokovic has supported UNICEF programmes in Serbia, including the prevention of placement of children under the age of three in institutional care. He has been instrumental in creating a five-year alliance with the UNIQLO Company to support UNICEF 'Schools for Asia' initiative in Bangladesh, China and the Philippines.

Mr. Djokovic has also actively demonstrated his support for the cause of children by sharing key advocacy messages with his more than 10 million fans and followers on social media.

With his increasingly global profile, we are confident that the appointment of Mr. Djokovic as a global Goodwill Ambassador will help promote the rights of children across the world.

Attached is a brief background note on Mr. Djokovic.

Sincerely,

Anthony Lake
Executive DirectorMr. Ban Ki-moon
Secretary-General
United Nations
New York, NY 10017unite for
children

unicef

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Biography of Novak Djokovic



Novak Djokovic is a Serbian professional tennis player and currently ranked as the world's No. 1 by the Association of Tennis Professionals. He is considered one of the greatest tennis players of his time and the best male tennis player to ever come out of Serbia, the former Yugoslavia and the Balkans.

Djokovic has won numerous awards, including the 2012 and 2015 Laureus World Sports Award for Sportsman of the Year and the 2012 and 2013 Best Male Tennis Player ESPY Award. He has won the ATP World Tour Player of the Year three times - in 2011, 2012 and 2014, and the ITF World Champion award four times consecutively, from 2011 to 2014. In 2012 he earned the Arthur Ashe Humanitarian of the Year Award for his outstanding humanitarian contributions.

In 2011, Djokovic was appointed UNICEF Serbia National Ambassador with a focus on early childhood education. He has since provided financial support to UNICEF Serbia towards early childhood education programmes. Through the Novak Djokovic Foundation, Djokovic has made donations towards UNICEF Serbia programmes aimed at preventing the placement of children under the age of three in institutional care, and to developing services for young families at risk.

In 2012, UNIQLO Company, the official sponsor of Novak Djokovic, signed a global partnership Agreement with UNICEF to support the 'Schools for Asia' initiative in Bangladesh, China and the Philippines. UNIQLO has also made donations towards social inclusion and poverty reduction programmes in Serbia.

Djokovic continues to support UNICEF advocacy efforts by sharing key messages on ending violence against children, on emergencies and on sports with his 10 million fans and followers on social media.

Djokovic's global profile makes him a valuable supporter of UNICEF that resonates throughout the world.

