Dear colleagues,

Please find below links related to the outreach for International Mountain Day 2020. More than 180 articles were published by major national and international news outlets.

Over 5,400 tweets with the hashtag #MountainsMatter were delivered to more than 109 million Twitter timelines. FAO’s social media content on Twitter, Instagram, Facebook, and Linkedin was also picked up and mentioned more than 1,200 times with a reach of 65 million, while two FAO TikTok videos received over 39,000 views.

Editorial

An editorial by FAO Director-General QU Dongyu, was published by over 20 international news outlets, including Al Arabiya, Asharq Al-Awsat, Al Ghad, Cooperativa, China Daily, China News, China Food and Economics magazine, China.com.cn, El Pais, Excelsior, Farmer’s Daily, Jordan Times, Menafin, Página Siete7, The Phnompenh...
Post, La Repubblica, Nepal's My Republica, Rwanda News agency and La Stampa, as well as in Al Ittihad, China Youth Daily and Daily Star (paper only).

**Press release**

A global press release was published in 6 languages. Click here to read it in Arabic, Chinese, English, French, Russian, and Spanish.

**Video news release**

A video news release featuring an interview with FAO’s RosaLaura Romeo was distributed to news agencies, including Euronews, ENEX, AFP, EBU, Reuters, and AP and also disseminated through UNifeed, the UN's video department in New York and on AP Television, reaching hundreds of international broadcasters.

**Photo contest**

Over 500 photos were received from 55 countries. Click here to learn more.

Click here to watch a video teaser announcing the contest.
Virtual celebration

A virtual event was organized to celebrate the day which featured the launch of a new study on food insecurity in rural mountains and a video with a soundtrack by Italian composer Ludovico Einaudi. The Nepalese trail and sky runner, Mira Rai, was also appointed a Mountain Partnership Goodwill Ambassador. 70 related events were organized on the day in 26 countries.

Click here to watch a video teaser announcing the event.

Tweets

"Intl Mountain Day is a chance to celebrate the natural, cultural & spiritual riches of mountains! It is a day to recall that mountains and mountain people need more attention, targeted investments, & tailored policies and research." - @FAODG QU Dongyu

#MountainsMatter

"Reversing the degradation of mountain ecosystems and promoting their restoration is key to halting biodiversity loss." @FAO's Maria Helena Semedo

#MountainsMatter @UNMountains
International Mountain Day 2020: Mira Rai made Mountain Partnership ambassador

Read more: bit.ly/3m8w7Zo

#MountainsMatter @UNmountains

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Mountain Partnership

Our MP ambassador #ReinholdMessner was the first person to climb #MountEverest without extra oxygen. What an amazing person to fight for mountains!

#MountainsMatter

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FAO Forestry

Mountains host about 1/2 of the world's biodiversity hotspots.

bit.ly/2g3FCw2

#MountainsMatter

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FAO Forestry

Mountains and their biodiversity provide food and medicine, and help regulate climate, water, soil and air quality.

More info on why #MountainsMatter bit.ly/2g3FCw2

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FAO Forestry

Mountains host about 1/2 of the world's biodiversity hotspots.

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Tweets from partners

- **FAO Forestry**
  - Mountains are home to many endangered species.
  - Learn more about why #MountainsMatter: bit.ly/2g3FCw2

- **FAO Forestry**
  - Happy International Mountain Day! 🌿
  - Join us online today at 2:30 pm CET for a virtual celebration!
  - Learn more: bit.ly/2In01Br

- **UN Environment Programme**
  - Mountains must move to the centre of our attention – and it is time to move mountains to secure the changes we need to secure the health of our planet & to build a sustainable future for all.”
  - Read @antonio_guterres message on #InternationalMountainDay: un.org/en/content/

- **FAO in New York**
  - The Permanent Representative of @kengyMissionUN, Mr. Mélchior Molins, opens the event with a call for international, as well as regional cooperation for the conservation of mountain biodiversity.
  - #InternationalMountainDay #MountainsMatter

- **Andorra UN**
  - Celebrat el dia Internacional de les muntanyes, A Ny, sota l’impuls del Grup d’amics de les Muntanyes que presideix Krysztof, A Roma amb el @UNmountains i la FAO, Josep Carais exposa les polípolicies andorranes en agricultura i ramaderia de muntanya.

- **Cooperazione Italiana**
  - Andrea Marciani reaffirms the commitment of mountains & mountain people to UN event: Protection of fragile ecosystems & sustainable development of vulnerable communities is a long-standing priority of #CooperazioneItaliana.
  - Thanks @FAO @UNmountains for organizing #MountainsMatter
More tweets

https://twitter.com/FAOForestry/status/1337476040927678465
https://twitter.com/FAOForestry/status/1337421797642399749
https://twitter.com/FAOForestry/status/1337365453224751106
https://twitter.com/FAOForestry/status/1337370339156824064
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