

Neymar Jr. teams up with HI to make a difference to children's lives

The world-famous footballer has become the first student of the TEACHER KIDS school

Paris, Friday 26 October. Today, Humanity & Inclusion (HI) launched an awareness campaign on access to school for children with disabilities, with the participation of its global ambassador, Neymar Jr.

Learning at the Teacher Kids school

The goal of HI's latest **Teacher Kids** campaign supported by Neymar Jr. is to shed light on the talents of every child with disabilities and what they can teach their peers.

Teacher Kids is the first virtual school where the teachers are children with physical, sensorial or intellectual disabilities. As an ambassador of NGO HI, Neymar Jr. wanted to support this cause by becoming its very first student. The footballer, who has 103 million followers on Instagram, was taught origami, sign language, dance steps and relaxation techniques by disabled children.

32 million of children with disabilities deprived of a school education

Thirty-two million children with disabilities around the world do not have access to school. Inappropriate teaching methods, the absence of support systems, or a staircase that puts a physical obstacle between the child and the school are among the many causes of inaccessibility.

HI has been campaigning for all children, whatever their disability, to access education since 2004. By implementing innovative initiatives, such as mobile teachers and inclusive classes in mainstream schools, the NGO enables 150,000 children to be enrolled in school every year in Togo, Burkina Faso, Nepal and other countries.

But the organisation wants to go a step further. These children, because of the specific sensitivity they develop, and the work-around mechanisms they acquire, have so much to teach their peers. The NGO is now inviting every child with a disability to contribute to the **Teacher**

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Kids teaching community. Using short videos, everyone can pass on their knowledge, an idea, or an "extraordinary" tip to broadcast and share on the platform <https://www.teacherkids.org>

Post a tutorial > <https://www.teacherkids.org>

Make a donation > <https://www.teacherkids.org/en/don>

NOTE TO EDITORS

_HI and Herezie spokespersons are available for interviews.

_Photos available [here](#)

_HD campaign video available [here](#)

About HI

HI is an independent international aid organisation. It has been working in situations of poverty and exclusion, conflict and disaster for 35 years. Working alongside people with disabilities and other vulnerable groups, our action and testimony are focused on responding to their essential needs, improving their living conditions, and promoting respect for their dignity and basic rights. Since it was founded in 1982, HI has set up development programmes in more than 60 countries and intervenes in numerous emergency situations. The network of eight national associations (Belgium, Canada, France, Germany, Luxembourg, Switzerland, the United Kingdom and the United States) works constantly to mobilise resources, jointly manage projects and to increase the impact of the organisation's principles and actions. HI is one of six founding organisations of the International Campaign to Ban Landmines (ICBL), co-winner of the Nobel Peace Prize in 1997 and winner of the Conrad N. Hilton Award in 2011. HI takes action and campaigns in places where "living in dignity" is no easy task.

About Neymar Jr. and the Instituto Projeto Neymar Jr.

Neymar Jr. became HI's Global Ambassador on August 15, 2017, at an event in Geneva. From the top of the city's iconic monument, Broken Chair, on Place des Nations, Neymar Jr. sent a message to the nations of the world, calling for greater inclusion of people with disabilities in society. Symbolically, this message took the form of a football bearing the Handicap International logo, shot in the flag aisle in front of the Palais des Nations.

This commitment with an international NGO is in line with his social commitment in Brazil, where he created the Instituto Projeto Neymar Jr. in 2014, located in Jardim Glória, Praia Grande. The project is extremely important for the player's family: Neymar da Silva Santos, Nadine Gonçalves and their two children Neymar Jr. and Rafaella. It is there that they lived part of the children's childhood.

Instituto Neymar Jr. was created to help children, adolescents and their families living in the area. This non-profit association now welcomes thousands of underprivileged children and their families to an 8,400 square meter educational and sports complex. The INJR provides children with a variety of artistic, sporting and educational activities, and seeks to work with the whole family. Parents also receive support from qualified professionals who can help them and their children as citizens, now and in the future.

About Herezie Group

Herezie Group is France's second largest independent group, named independent communication group of the year 2016. The group includes the 5th Left (digital), Vaudoo (shopper marketing), and of course Herezie (advertising).

About LA / PAC

LA / PAC is a film and television production company based in Paris.

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The company has been able to work with the most creative talents over the years such as JP Goude, Olivero Toscani, David Lynch, Noam Murro, Reynald Gresset, Richard Avedon, Nathalie Canguilhem, Xavier Giannoli, David Bailey, Terrence Malick. Since 1972, it has gathered more than 65 Lions, a Grand Prix and a Palme d'Or.

The La / Pac Designer Circle is rooted in branded content, films, music videos, fashion and post-production.

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Production Company: La Pac

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