

Be a Hero for a Better World

Luiz Inácio Lula da Silva (1945-)

Luiz Inácio Lula da Silva, better known simply as Lula, became President of Brazil in 2003. Coming from humble origins, Lula understood the plight of the working class. He helped found the Worker's Party in Brazil during the height of the military dictatorship, and was involved in the campaign to demand a democratic election. When he became President, he put social programs at the top of his agenda. Brazil is the world's 4th largest food exporter, but when he took office there were more than 15 million malnourished Brazilians. His Zero Hunger Campaign has made ending hunger in Brazil a national priority and much progress has been made. The program has been heralded by world leaders, global institutions, and by celebrity activists like Bono and Lenny Kravitz, who donated guitars to raise funds and awareness.

President Lula has helped Brazil to become an important player in international politics. He sees himself as a negotiator, not out to destroy the system, but to make it fairer, especially for poorer nations. For this reason he is on friendly terms with governments on both ends of the political spectrum. In 2006 he was overwhelmingly re-elected to another term, extending his presidency through 2010.



"Well-fed people can enhance their dignity, their health and their learning capacity. Putting resources into social programs is not expenditure. It is investment."

Lula was born on October 27, 1945 in Caetés, Brazil

Be A Hero For A Better World!

1. Find out more about this hero
2. Pledge to help end hunger (iaahp.net)
3. Hold an event to raise awareness about the problem of world hunger
4. Contribute to an organization working to end hunger

EndHungerBook.com

Organizations Helping End Hunger

- Alliance To End Hunger (alliancetoendhunger.org)
- America's Second Harvest (secondharvest.org)
- End Hunger Network (endhunger.com)
- Food For All (foodforall.org)
- The Hunger Site (hungersite.org)
- Oxfam America (oxfamamerica.org)
- World Hunger Year (worldhungeryear.org)
- UN Food & Agriculture Organization (fao.org)
- UN World Food Programme (wfp.org)

For more information: www.betterworldheroes.com/lula.htm

BetterWorldHeroes.com

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