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Chello Foundation launched in South Africa to cater for AIDS orphans



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Cape Town, South Africa - A new international charitable organisation, the Chello Foundation, was launched here Monday by the Taoiseach of Ireland, U.K., Bertie Ahern, backed by television company Chellomedia, with a focus on providing educational scholarships for AIDS orphans in Sub-Saharan Africa.

Chellomedia is the European television content division of international media company Liberty Global, which is also a significant investor in the Irish telecommunications sector through its wholly owned subsidiaries, NTL and Chorus.

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It is estimated by the UN there are more than 12 million AIDS orphans in Sub-Saharan Africa, which is expected to rise to 16 million by 2010.

The foundation has already commenced work in the Bondo district of Kenya, an area characterized by high levels of poverty and an HIV prevalence rate twice the Kenyan national average.

It is providing scholarships for 85 children in Bondo, which will last for the duration of each child's primary or secondary level education.

The Chello Foundation is working with World Voices Positive, a CBO based in Bondo, to deliver the programme locally, including identifying the beneficiaries and carefully monitoring the programme to ensure its maximum effectiveness.

It is also in the process of expanding the educational scholarship programme to other regions within Kenya and to other countries within Sub-Saharan Africa, including South Africa.

Speaking at the launch, Ahern said the Chello Foundation was a very welcome development.

"Irish people have always believed in the power of education and it has been a key instrument in the development and prosperity of Ireland; the Chello Foundation is taking that Irish instinct for

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education and using it in a very positive way in Africa."

Shane O'Neill, President of Chellomedia and Chief Strategy Officer of Liberty Global, said "the AIDS orphans' crisis is clearly an urgent social issue; we believe funding educational scholarships is the best social investment we can make to provide a brighter future for the children affected by the crisis."

The launch was attended by Micheal Kitt, the Irish Minister for Overseas Development, and the Irish Government delegation which is on a trade and aid mission to South Africa.

Cape Town - 15/01/2008

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