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AFRICA - From the warm Africa radiators for the poor who live in the cold of Norway

Dakar (Agenzia Fides) - Africa does not want Norway to suffer from cold and with this objective launches an unprecedented internet campaign. Africa for Norway is a video that has reached over one million people on YouTube. The association Radi-Aid urges Africans to donate radiators to the poor Norwegians who die of cold. The campaign was not created in Africa, but in Norway, where several members of the International Welfare Fund of Norwegian Students want to change the perception that the rich countries have of Africa, banishing stereotypes and focusing on development projects. The real goal is to educate people about the real problems and situations that are lived in Africa every day. During the video the severe Norwegian climate is shown and, on the other hand, sunny and hot Africa, where there are hundreds of unused radiators ready to be sent to the poor children in Norway. The media are used to showing only the worst images of Africa, marked by poverty, violence, hunger or AIDS. The objective of Raid-Aid is to change this idea and show the other side of reality: "the truth is that in African countries there are many positive developments and we want this to be known," explain the promoters. (AP) (Agenzia Fides 29/11/2012)

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