



Food and Agriculture Organization  
of the United Nations



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 País](#), [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





International Mountain Day 2020: Mira Rai made Mountain Partnership ambassador

Read more: [bit.ly/3m8wTzo](https://bit.ly/3m8wTzo)

#MountainsMatter @UNmountains

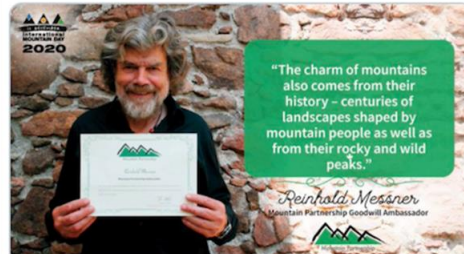


2:05 PM · 11 dic 2020 · Hootsuite Inc.



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

#MountainsMatter



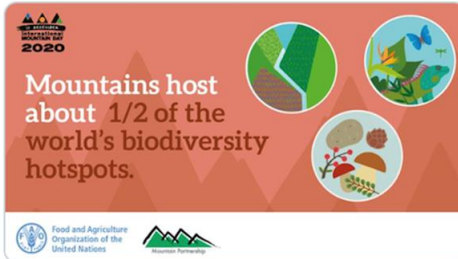
4:58 PM · 4 dic 2020 · Twitter for Mac



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

[bit.ly/2g3FCw2](https://bit.ly/2g3FCw2)

#MountainsMatter



4:25 PM · 11 dic 2020 · Hootsuite Inc.



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](https://bit.ly/2g3FCw2)



4:55 PM · 11 dic 2020 · Hootsuite Inc.





## Tweets from partners





## 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>

<https://twitter.com/FAOForestry/status/1337363671966748686>

<https://twitter.com/FAOForestry/status/1337362012159012865>

<https://twitter.com/FAOForestry/status/1337360012738514945>

<https://twitter.com/FAOForestry/status/1337020978082312192>

<https://twitter.com/FAOForestry/status/1335961181220184070>

<https://twitter.com/FAOForestry/status/1335209836951302145>

<https://twitter.com/FAOForestry/status/1330439648183726085>

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<https://twitter.com/FAOForestry/status/1313756456991293440>

<https://twitter.com/FAOForestry/status/1321838661353308160>

<https://twitter.com/FAOForestry/status/1337389321284882438>

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