



CHALLENGE  
ON



# #INVISIBLEMEAL CHALLENGE

## DESCRIPTION

Did you know that **690 million people** around the world go to bed hungry every night?

Show your solidarity by filming a cooking video without any ingredients. Share your **#InvisibleMeal** to say that hunger and famine have no place in our world.

**Let's be the generation that ends hunger!**

**HASHTAG:** #InvisibleMeal

**TAGS:** @WorldFoodProgramme

**TIMELINE:** 24 - 30 May 2021

# #INVISIBLEMEAL

## HOW TO GET INVOLVED

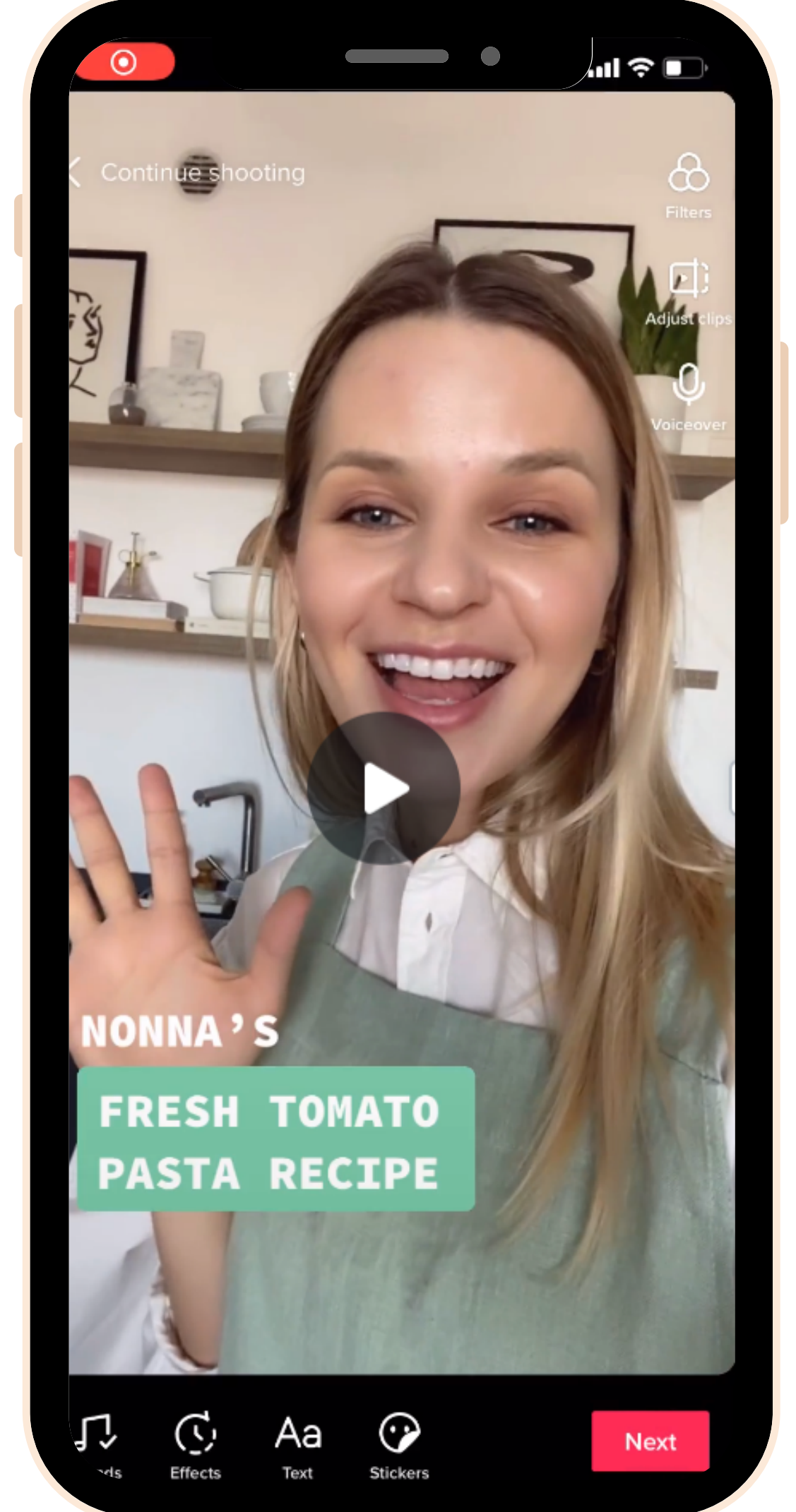
**STEP 1: Create.** Create your own invisible meal, using our suggested messages (next slide).

**STEP 2: Spread the word.** Post it to your TikTok channel using the hashtag [#InvisibleMeal](#). Be sure to tag [@WorldFoodProgramme](#).

**STEP 3: Encourage action.** Encourage your followers to join the challenge and be part of the movement to end hunger!



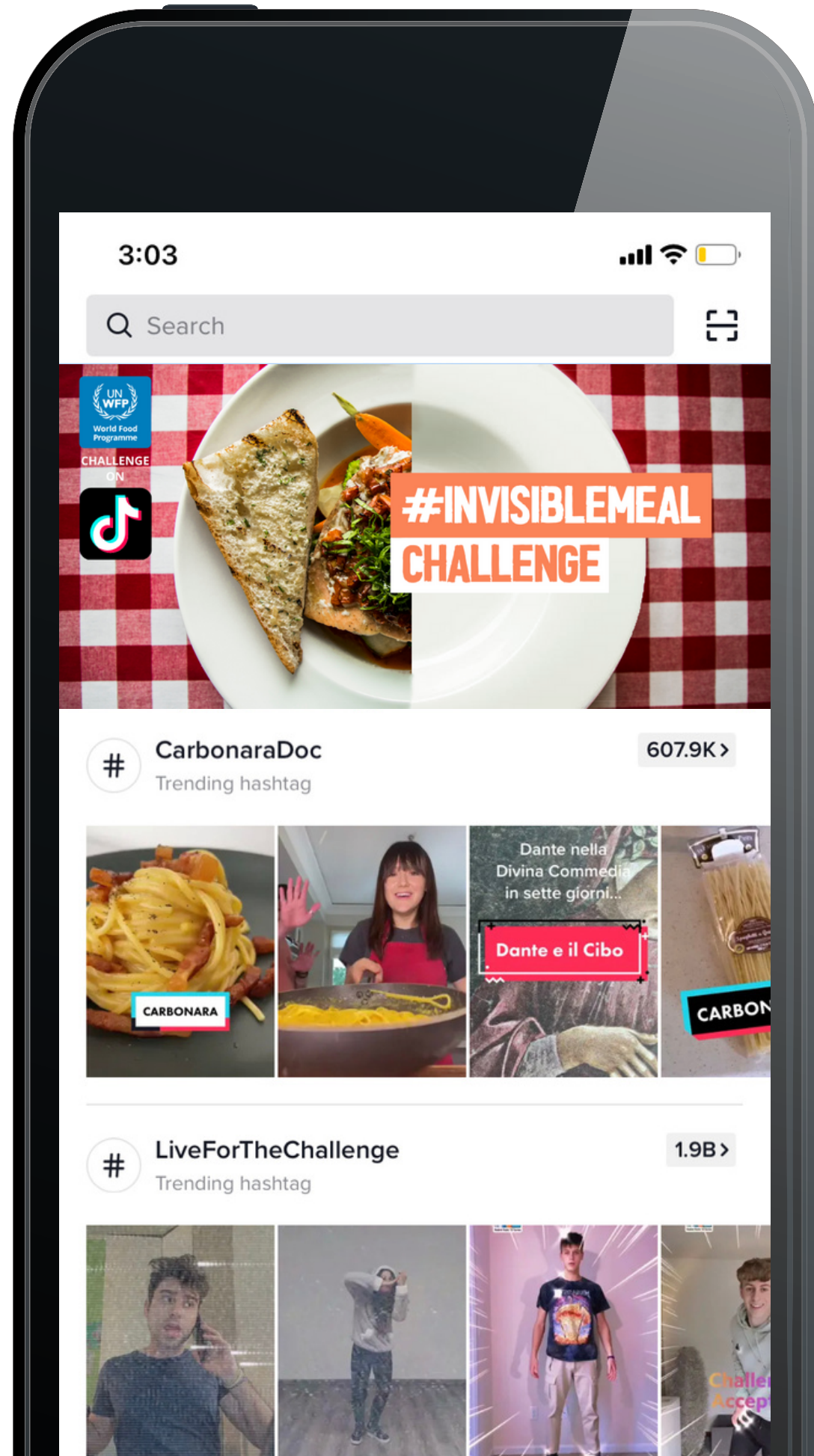
Here's an example  
Click to play!



# #INVISIBLEMEAL

## SUGGESTED MESSAGES:

- 690 million people around the world go to bed hungry every night.
- One in nine people worldwide do not have enough to eat.
- 34 million people are just one step away from famine.
- Conflict and climate change are the main causes of hunger globally.
- The United Nations World Food Programme (WFP) is the world's largest humanitarian organization delivering food assistance in emergencies, reaching 100 million people each year.
- In 2020, WFP was awarded the Nobel Peace Prize for its efforts to combat hunger in conflict zones.



# ARE YOU IN?

For questions, please contact  
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