

Media Contact:

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Fill the Silence Media Kit**About World Food Program USA's *Fill the Silence* Campaign**

Fill the Silence is a national marketing campaign from World Food Program USA that aims to shift the predominant hunger narrative by showcasing how food fuels futures through vibrant, custom artwork of the people supported by the World Food Programme (WFP). Working to mobilize the next generation of hunger-relief advocates, World Food Program USA aims to capture national attention and raise critical funds through this campaign to support children and families facing hunger around the world.

A series of artwork by acclaimed artists [Brandon Breaux](#) and [Indie184](#) anchor the campaign by shining a light on eight distinct stories of people facing hunger across the globe. While supported by WFP's lifesaving programs, these individuals are the protagonists of their own stories. They are more than the circumstances into which they were born. Access to food is the catalyst that enables them to improve their lives with courage, determination and hope. *Fill the Silence* taps into the zeitgeist of a generation that knows we're all born with greatness inside. With fresh, bold visuals we'll showcase the power and determination of the people we serve. *Fill the Silence* is built to appeal to young people, so the tone is hopeful and action oriented. The words are both aspirational and inspirational; the visuals are bright and bold. The campaign's signature video underscores *Fill the Silence*'s ethos and call-to-action, set against Abel "The Weeknd" Tesfaye's song, "Give Me Mercy," which he generously licensed to World Food Program USA.

World Food Program USA will deploy the campaign through a robust marketing mix including a national TV PSA, social media, advertising, and events. It will also enlist the support of Gen Z content creators and celebrity partners to amplify the campaign across their platforms. Young adults ready to step up are encouraged to join the [Zero Hunger Generation](#), a new World Food Program USA program for grassroots advocates that will disrupt the silence and help create a hunger-free world.

Media Resources

- Link to press release: <https://www.wfpusa.org/news/silence-fuels-hunger-noise-ignites-change/>
- Link to *Fill the Silence* campaign page: wfpusa.org/fillthesilence
- Link to campaign video: <https://www.youtube.com/watch?v=CNfjwXGri-Y>
- Campaign Art: To request campaign art for publication, please contact Toula Athas (tathas@wfpusa.org).

Spokespeople Available for Interviews: Please contact Toula Athas (tathas@wfpusa.org) to schedule.

- **Jessamyn Sarmiento**, Chief Marketing Officer, World Food Program USA
- **Brandon Rochon**, Award-Winning Advertising Executive and Board Member, World Food Program USA
- Artists **Brandon Breaux** and **Soraya Marquez (aka Indie184)**

Hero Stories:



Hala in Gaza: We met Hala in Gaza a few months before the devastating conflict escalated. Even then, her eyes spoke volumes: She'd experienced more hardship than most of us ever will. Hala was eating flatbread that her mother made with ingredients she bought with a WFP voucher. In conflict zones, acquiring even the simplest ingredients often means risking your life. Parents like hers are the world's unsung heroes. In places where survival isn't guaranteed, living is an act of art and skill. With nearly the entire population of Gaza displaced, the whereabouts of Hala and her family are unknown.

- **Artist Credit:** Indie184
- **Artist Quote:** "This piece captures the resilience of Hala, a young Palestinian, as a beacon of hope and survival. The vibrant pinks and electric colors reflect the joy and imagination of childhood, clashing against the black-and-white scenes of destruction. She reminds us of the fragility of her dreams and the urgent need to protect children like her."



Isheja and Ange in Rwanda: Ange and her husband Mbayiha used to support themselves as farmers in the Democratic Republic of the Congo (DRC). When conflict erupted, their only option for survival was a long, difficult journey to a refugee camp in Rwanda. Despite armed conflict, pandemic lockdowns, hunger and unemployment, Ange's family has not only endured – they've grown. Through their own resourcefulness and with support from WFP, Ange and Mbayiha have successfully birthed and raised three children in the camp. Their youngest, Isheja, is blissfully unaware of her circumstances – as all babies are. Will she become an artist, a poet, a teacher, a chemist? Anything's possible if she has enough to eat.

- **Artist Credit:** Brandon Breaux
- **Artist Quote:** "This work is about light and a hopeful future. It shows how WFP provides meals to mothers and children affected by conflict in different regions of Africa which result in their migration to different areas of the country. The bottom images paint a picture of the environment and crowded housing that still exhibits community. Above, there are three women in line to receive food from WFP – again showing a direct example of how WFP puts food in the hands of people experiencing extreme hunger and poverty. The light from above represents possibility, joy and the hope for a better, more inspired tomorrow."



Momena in Bangladesh: In Bangladesh, Momena has worked relentlessly to protect her family after floods destroyed everything they owned. She earns less than \$2.00 dollars a day and is her family's sole breadwinner. She supplements their daily meal with a monthly ration of rice and \$17.50 from the government. When seasonal floods threaten their home, Momena receives cash from WFP to prepare. Last time, she bought supplies to reinforce the foundation of their fragile house, and, just like her, it's still standing.

- **Artist Credit:** Brandon Breau
- **Artist Quote:** "This piece shows what's going on in the entire region via Momena's story. The radial lines spinning from her body have multiple meanings. First, they're in the shape of a hurricane – the kind of storm that destroyed her home 22 years ago and that occurs annually. I've turned that into a hurricane of potential where Momena is the central force – radiating strength and grit. Second, they represent the turbulence and ever-present threat her family faces due to poverty and marginalization. Third, her husband has severe asthma, so the shape signifies his struggle to breathe. The sandbags are the WFP climate insurance Momena uses to fortify her home and buy food for her family. Here, they're placed in front of multiple in-tact buildings, showing how entire communities overcome climate disasters through their own determination with support from WFP. The three drawn figures in the foreground are based on real pictures of people wading through deep water to find shelter and dry land. The tipping boat signifies the instability they're facing from more frequent and intense tropical storms. The helicopter is a representation of WFP's presence and humanitarian aid that they provide to the region."



Alona in Ukraine: Alona made a difference amidst the chaos of war in Ukraine by starting an NGO to support people with disabilities in her hometown of Dnipro. She is an activist who fights every day for a future where her city is more accessible for people like her. Food kits from WFP enable Alona to afford other critical necessities and focus on running her NGO. Funding cuts could force WFP to suspend its food distributions in Ukraine as soon as August.

- **Artist Credit:** Brandon Breau
- **Artist Quote:** "I imagined Alona as a gift to other people with disabilities. She exhibits strength, determination and advocacy for people like her. The

buildings show the damage done by war, but also the history and culture of Ukraine. The raised fist represents resilience and activism. The roses are from her original photo, signaling life and beauty amid destruction and chaos. Her chair is bold and centered to bring attention to all of who she is."



Farmer in Chad: Across the Sahel, where more than half the population depends on rain-fed agriculture, major droughts are pushing millions of people into extreme hunger. In Chad, WFP has helped farmers restore more than 250K acres of farmland, plant 4.5K acres of gardens, and build nearly 2K new water sources. This farmer helped repair a dam that now enables 700 families to survive droughts by growing crops like rice, vegetables and fruit. Without more funding, communities like these will be left to fend for

themselves.

- **Artist Credit:** Indie184
- **Artist Quote:** “This piece is about power and possibility. The woman at the center isn’t just a farmer — she’s a force of nature, reclaiming the land and reshaping her community with resilience. ‘Break the Cycle’ serves as a rallying cry, honoring those who are breaking free from poverty and building a brighter future with every harvest.”



Elda and Daniel in Haiti: Despite immense hardships, Elda and Daniel have lived more than 100 years in Haiti. With help from WFP and their neighbors, they have survived through hurricanes, political upheaval, economic crashes, and empty cupboards. Today, brutal violence by armed groups has caused record levels of hunger and displacement across the country. Half the population is facing extreme hunger. WFP has been providing hot meals and cash assistance to vulnerable people

like Elda and Daniel, but without new funding, that lifesaving assistance could be suspended in just the next few weeks.

- **Artist:** Indie184
- **Artist Quote:** “This piece honors Elda and Daniel, two centenarians from Haiti whose love and resilience have withstood hunger and loss. I let graffiti and bold colors guide the composition, echoing their life force and the rhythm of their journey. The layers of movement and the cash symbolize WFP’s support, and the hibiscus blooms speak to their perseverance, cultural pride and the unbreakable bond they’ve built over a century.”



Ghomi and Deviya in Pakistan: Every ten seconds, a child dies from hunger-related causes. When Ghomi and her daughter Deviya became malnourished, Ghomi found a local WFP clinic where they could both get specialized treatment. With the right nutrition, Deviya can recover from malnutrition and have a chance to reach her full potential. Ghomi and Deviya aren’t alone: More than 200 million women and girls around the world are surviving through hunger and mistreatment every day. For many of

them, WFP is their only source of food.

- **Artist Credit:** Indie184
- **Artist Quote:** “Ghomi and her daughter Devia represent fierce strength and resilience. I used bold colors to reflect their unwavering spirit in a world often shadowed by hardship. The word 'brave' felt right for this piece — it’s a tribute to the courage it takes to fight for survival, dignity, and hope, with the World Food Programme offering a promise that hunger won’t define their future.”



Akeen in South Sudan: In South Sudan, millions of families have been plunged into crisis. With help from WFP, kids like 17-year-old Akeen are defying the odds with irrigation, gardening and education. “If there is nothing in the field, you have to go to the forest and look for leaves to save your children while waiting for your vegetables to grow,” says Akeen’s stepmom. WFP’s pond allowed Akeen and his classmates to plant a school garden which has brought lifesaving food to their community. Today, communities like theirs are at risk of losing emergency aid unless new funding is received immediately.

- **Artist Credit:** Brandon Breaux

- **Artist Quote:** “Akeen is an example of the impact WFP can make around the world, giving people the right support and resources. It shows Akeen as a steward of the land in an education setting to combat the low literacy rate in South Sudan. The lines moving forward and the bright sun in the back represent hope. The message is one of literacy, education, sustainability, and stewardship – all qualities of strong future leaders!”

Artist Biographies

Brandon Breaux | Brandon Breaux is a multidisciplinary Artist/Designer from Chicago, IL currently operating between Chicago and Brooklyn, NY. He is widely known as the artist behind all three of Chance the Rapper's iconic album covers. Coming from a 10-year background in advertising, he often incorporates type and image to build a tension between objective and subjective matter. He achieves his work through mediums of paint and digital art, often blurring the line between the two, creating narratives that provoke deep questioning and healing. Currently Breaux's practice is focused on studio art, commissioned works and public art activation. In 2022, he was honored as one of Ebony Magazine's Power 100 and included in Theaster Gates and Dorchester Industries' inaugural Experimental Design Lab cohort supported by the Prada Group. He currently serves as the lead Arts & Activation Director for Chicago based non-profit organization Emerald South Economic Collaborative, focusing on arts and impact. Moving forward, the artist's objective is to bring his public art practice to cities across the globe.

Indie 184 | Soraya Marquez (aka Indie184) has been active in graffiti culture for more than 20 years. Influenced by abstract expressionism and pop art, her paintings are raptures of color and textures. Indie's art has been exhibited in galleries and museums worldwide, including El Museo del Barrio in New York City, and her graffiti and mixed media murals can be found in streets from the South Bronx to Paris. Her most recent collaborations have been with Rimmel London as Chief Artistic Officer, Apple Beats1 Radio, Lionsgate Films, MTV Networks and a capsule clothing collection with iBlues: “My creative approach integrates a diverse range of collage elements to craft visually dynamic and richly layered compositions. These elements include the vibrancy of photographs, the boldness of stencils, and the fluidity of abstract forms - all enhanced by the raw energy of graffiti and the depth of cultural references. By weaving these components together, I aim to create a harmonious yet bold visual language that explores powerful themes of empowerment and resilience. Each layer contributes to a narrative that reflects personal strength, cultural identity, and the ever-evolving nature of self-expression.”

[Link to Artist Headshots](#)

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