

Endorsement of public campaigns

“1. In the following financial years: 2011/12, 2012/13, 2013/14, Apr 2014 to Nov 2014, how much money has your government department paid out to celebrities, 'famous faces' or representatives from outside the department/government to endorse your public campaigns/adverts? (Please list the answer by each financial year)

2. In relation to question 1 please can you list the names of the celebrity/'famous face'/representative who has received payment, how much and what campaign/advert they were involved with?”

As regards part 1 of your request, DFID has not paid any money to celebrities, 'famous faces' or outside representatives to endorse public campaigns/adverts in the period of your request. We do not hold information relevant to part 2 of your request.