

ELIMINATE

maternal/neonatal tetanus



For immediate release: April 29, 2011

Contact: Jo Lynn Garing
Kiwanis International
(O)317-217-6171/ (M)317-508-6337
jgaring@kiwanis.org

Susannah Masur
The U.S. Fund for UNICEF
(O)212-880-9146/ (M)646-428-5010
smasur@unicefusa.org

Kiwanis and UNICEF partner to eliminate disease that kills 160 newborns daily *Kiwanis International is raising US\$110 million to eliminate maternal and neonatal tetanus*

NEW YORK—Today marks a momentous occasion for *The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus*, as leaders from Kiwanis International, UNICEF and the U.S. Fund for UNICEF sign a memorandum of understanding (MOU).

“A year ago, our international board of trustees chose to focus our next global campaign for children on eliminating maternal and neonatal tetanus,” said Kiwanis International President Sylvester Neal. “I’m proud to be here today to represent our 600,000 members who will work tirelessly to raise funds to eliminate this deadly, yet preventable disease.”

The MOU affirms the three parties’ partnership on The Eliminate Project, which will raise US\$110 million to eliminate maternal and neonatal tetanus from the face of the Earth.

“We are honored that Kiwanis International is providing the last needed push to eliminate maternal and neonatal tetanus,” said President and CEO of the U.S. Fund for UNICEF Caryl Stern. “By raising US\$110 million by 2015, the global network of dedicated Kiwanians will help UNICEF save the lives of thousands of mothers and children.”

Teamed-up once again, Kiwanis and UNICEF are natural champions for The Eliminate Project. Kiwanis’ global volunteer network and strength in reaching communities and leaders, along with UNICEF’s field staff, technical expertise and unbeatable supply chain, will help wipe out this cruel, centuries-old disease and pave the way for other interventions.

Leaders signed the MOU during the U.S. Fund for UNICEF’s annual meeting in New York. Signatories include: Sylvester Neal, Kiwanis International president; Jack Harten, Kiwanis International Foundation president; Stan Soderstrom, Kiwanis International and Kiwanis International Foundation executive director;

Caryl Stern, president and CEO of U.S. Fund for UNICEF; and Leila Gharagozloo-Pakkala, director of UNICEF Private Fundraising and Partnerships.

The Eliminate Project, the largest fundraising initiative in Kiwanis International's 96-year history, will save and protect mothers and their future babies from MNT in the 38 countries where it remains a public health threat.

Together, Kiwanis and UNICEF have a proven history of delivering results for children around the world, evidenced by the groundbreaking Kiwanis/UNICEF iodine deficiency disorders campaign.

That historic undertaking, along with the efforts of partners, increased the world's access to iodized salt from less than 20 percent to more than 70 percent. Iodine supplementation is the most effective means of preventing mental and developmental disabilities from iodine deficiency.

Work is already underway as UNICEF staff is implementing maternal and neonatal immunization efforts, and Kiwanis leaders have begun training to plan fundraising activities, educate their members, coordinate service projects and share enthusiasm. In taking on this mission, Kiwanis joins a select group of organizations and corporations, including Procter & Gamble and Becton, Dickinson and Company, that have already made significant strides toward elimination.

For more information about The Eliminate Project, please visit www.TheEliminateProject.org.

###

About Kiwanis International

Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world and developing youth leaders. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14-18, Builders Club for students age 11-14, Kiwanis Kids for students age 6-12 and Aktion Club for adults living with disabilities, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas. For more information about Kiwanis International, please visit www.kiwanis.org.

About UNICEF

UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in more than 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress: the annual number of under-five deaths dropped from 13 million in 1990 to 8.8 million in 2008. But still, 22,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood. For more information, visit www.unicefusa.org.