



NEWS RELEASE

CANADIANS MUST REACH OUT TO AFRICA'S MOST NEEDY, WORLD VISION CANADA URGES

Aid Agency Grateful for Government Support for Horn of Africa Relief Efforts

Mississauga, ON (July 24, 2011) - World Vision today accepted a personal donation to its Horn of Africa relief efforts from the Honourable Jim Flaherty, Canada's Minister of Finance and the M.P. for Whitby-Ajax.

"World Vision deeply appreciates Minister Flaherty's generosity," says Dave Toycen, President and CEO of World Vision Canada. "And we are grateful for his call to Canadians to donate to Canadian humanitarian organizations that are providing hope to those who are battling drought, disease and despair in the Horn of Africa."

According to the United Nations, more than 11 million people in Kenya, Somalia, Ethiopia, Tanzania and other countries in the region are at risk because of drought. Hundreds of thousands of people from southern Somalia have fled the drought and conflict and have arrived in neighbouring countries with little more than the clothes on their backs. World Vision and other humanitarian aid organizations are working to provide food, water, medical care for children and their families who need it most.

"Emergency aid to feed and care for children and their families is essential at this time," Toycen adds. "At the same time, World Vision continues to provide longer-term development programs to help make communities in East Africa more resilient in the face of disasters. By helping farmers take better care of their livestock, plant more drought-resistant crops and provide permanent sources of clean water, we can make a difference for future generations."

Mississauga-Brampton South M.P. Eve Adams joined Minister Flaherty's call for Canadians to support the efforts of World Vision and other agencies, saying "the time for action is now to help millions of parents create better lives for themselves and their children."

Canadians can contribute to World Vision's efforts in a number of ways. They can make a direct donation to its Horn of Africa Drought appeal, or they can consider the benefits of sponsoring a child in the affected region. More than 6,000 children in Kenya, Ethiopia, Tanzania and Uganda are waiting for sponsors and child sponsorship monies are crucial to fund longer-term development projects in Africa.

For more information on World Vision's Horn of Africa Drought appeal, visit worldvision.ca or call 1-800-268-5528.

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World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity or gender. Visit our News Centre worldvision.ca