

Monday, April 25, 2011



PRESS RELEASE

Eradicating Malaria, One Community at a Time

World Vision Canada offers ways to reduce preventable child deaths

MISSISSAUGA, ON, April 25, 2011 - On World Malaria Day, World Vision Canada is calling on Canadians to take action to reduce the number of children affected by this deadly disease.

Globally, malaria remains a serious health issue, especially for children. According to the World Health Organization, there were 247 million cases of malaria and nearly one million deaths in 2008 - mostly among children living in Africa. A child dies every 45 seconds of malaria and malaria accounts for 20 per cent of all childhood deaths.

Malaria is caused by a parasite transmitted through infected mosquitoes. Children and pregnant women are particularly at risk. If malaria is not treated within 24 hours of infection, it can lead to severe illness and death.

The good news is that malaria is both preventable and curable. World Vision Canada's Gift Catalogue offers Canadians the opportunity to purchase supplies to help prevent the disease. For as little as \$30, two treated mosquito nets can be given to a family in Africa.

World Vision is reducing malaria cases in a number of African countries. In Senegal, the joint efforts of World Vision and the Senegalese government and communities has helped significantly reduce malaria through the 'Roll Back Malaria Partnership'. World Vision staff members distributed mosquito nets in villages and offered instructions on proper use. World Vision has contributed to a country-wide effort that has brought mosquito nets into 82 per cent of Senegalese households and reduced malaria cases by over 40 per cent since 2008.

World Vision Canada urges Canadians to mark World Malaria Day by making a donation to help control the spread of malaria and provide hope to children and their families.

"Each year, more than eight million children around the world die from preventable diseases, including malaria. World Vision Canada's gift catalogue gives Canadians the chance to purchase mosquito nets and other health care items that can provide the gift of life through better health."

*—Dave Toycen,
President, World Vision
Canada*

CONTACTS

Tiffany Baggetta, 905-565-6200, ext 2485, Tiffany_Baggetta@worldvision.ca

Rachel Allred, 905-565-6200, ext 2420, Rachel_Allred@worldvision.ca

World Vision is a leading Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.