

Sunday, August 22, 2010



PRESS RELEASE

World Vision applauds Canadian government decision to match private donations to Pakistan relief efforts

Today, World Vision Canada congratulates the federal government for its commitment to match Canadians' donations to the Pakistan flood response. The announcement this morning, in answer to the relief agency's call, brings hope to millions of children and families struggling to survive.

The Canadian government will allocate the matching funds to Canadian and international development organizations responding to the floods in Pakistan. (For details, visit www.acdi-cida.gc.ca)

As more than 3.5 million children face increasing risk of water-borne diseases such as cholera, World Vision continues to scale up its response. The agency, which has worked in Pakistan since 1992, has been asked to assist Pakistan's Ministry of Health and the World Health Organization (WHO) to set up and run a special treatment unit for diarrheal diseases including cholera in Lower Dir, one of the worst-affected areas.

FACTS

- To date, World Vision Canada has raised more than \$500,000. The agency has raised its fundraising target to \$2 million in Canada.
- World Vision aims to reach 300,000 people over the next three to six months with food, water, cooking items, water purification tablets, tents and hygiene kits. The agency has already reached 21,000 people and is providing basic health care at five clinics in Lower Dir, where more than 3,200 patients, including 640 children under five years, have been treated for flood-related illnesses. The agency is planning to set up 15 additional health posts, as well as a treatment unit for diarrheal diseases including cholera.
- World Vision is working to set up 20 child-friendly spaces and 20 women-friendly spaces – safe and comfortable environments where children and women can receive psychosocial support.

To donate to World Vision's Pakistan flood response:

- Call 1-800-268-5528 (English) or 1-800-363-5021 (French)
- Visit www.worldvision.ca
- Text the word WORLD to 45678 to make a \$5 donation

CONTACTS

Britt Hamilton, 905-565-6200 (ext. 3973); cell: 416-419-1321, Britt_Hamilton@WorldVision.ca
Amy Fuller, 905-565-6200 (ext. 2151) cell: 416-671-0086, Amy_Fuller@WorldVision.ca

"The Canadian government has shown significant leadership through this funding commitment and Canadians can give confidently, knowing their donations will have twice the lifesaving impact. World Vision believes the decision to match donations has the potential to aid thousands of additional children caught in this tragedy."

*- Dave Toycen,
president & CEO,
World Vision Canada*