



Sample Press Release
World Polio Day 2015

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FOR IMMEDIATE RELEASE

[NAME/GROUP] of [CITY] urges community to support the global effort to end polio

[CITY, COUNTRY, XX OCTOBER] – Following a major global health milestone last month, **[NAME/GROUP]** urges **[LOCAL COMMUNITY]** to join them in the global fight to eradicate polio by **[DONATING/PARTICIPATING IN LOCAL WORLD POLIO DAY ACTIVITY]** in recognition of World Polio Day on 24 October.

[DETAILS ON LOCAL WORLD POLIO DAY EVENT OR ACTIVITY]

This **[ACTIVITY]** comes at an important time in the fight to eradicate polio, which would be only the second human disease to be eradicated, after smallpox. In September, the World Health Organization declared Africa's last polio-endemic country, Nigeria, polio-free, leaving only two countries which have never stopped the virus: Pakistan and Afghanistan. In 1988, when Rotary and its partners committed to eradicating the disease, polio paralyzed more than 350,000 children per year in 125 countries – or, more than 1,000 per day. Since that time, the number of polio cases has been reduced by 99.9%, with less than 50 cases **[MK1]** in two countries to date in 2015.

On 23 October, Rotary and UNICEF will host an event in New York City which will stream live [online](#), providing an update on the world's progress against polio, with notable speakers including journalists, health experts, celebrities, polio survivors and more. Viewers can tune in live at 6:30 PM EDT, or watch a recording of the event any time after it streams.

Rotary has contributed more than US\$1.4 billion to ending polio, including **[LOCAL FUNDRAISING FIGURES]** contributed by the Rotary club of **[LOCAL CLUB NAME]**. Funds contributed to Rotary are tripled thanks to a 2:1 match by the Bill & Melinda Gates Foundation.

Rotary is joined in the fight to end polio by its partners in the Global Polio Eradication Initiative, a public-private partnership that also includes the World Health Organization, the U.S. Centers for Disease Control and Prevention, UNICEF, and the Bill & Melinda Gates Foundation.

About Rotary

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 Rotary clubs in over 200 countries and geographical areas. Their



work improves lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. Visit rotary.org and endpolio.org for more about Rotary and its efforts to eradicate polio. Video and still images will be available on the [NewsMarket](#).