Date

The Editor

(Your Local Community Newspaper)

(Your Town), Illinois

RE: END POLIO NOW COMMUNITY CHALLENGE

Dear Editor:

It’s been a long time since members of our community of “Your Town” have worried about their children contracting Polio from their classmates, relatives and friends. But, the same cannot be said of parents like just like us living in other parts of our Global Community, places like Pakistan, Afghanistan, India and Nigeria. Seeing crippled children in the streets is a common sight in some communities, and fear grips many families, stifling playground interaction, diminishing dreams, and limiting opportunities.

*BUT WHY SHOULD* ***WE*** *CARE? WE’VE ALREADY DONE OUR PART!*

We should care because just one remaining case of Polio can erupt into another epidemic in an unprotected area, unless everyone is vigilant, and we are sure no further cases have occurred. Like quitting a race before the finish line, “almost there” doesn’t count when it comes to eradicating a disease – completely! Or, to quote Yogi Berra,

“*IT AIN’T OVER ‘TIL IT’S OVER!”*

Since 1988, Rotary International, in partnership with the World Health Organization, The US Centers for Disease Control and UNICEF, has reduced the incidence of polio by more than 99 percent. When we started, more than 125 countries were polio-endemic, and more than 350,000 children were paralyzed by the disease EACH YEAR. Today, the wild poliovirus has been eliminated from all but two countries.

Besides raising funds, over one million Rotarians have donated their time and personal resources to help nearly 2 billion children during mass immunization campaigns throughout the world. Rotarians distribute mass communication tools to get the message to people outside the mainstream due to conflict, geography or poverty. We recruit volunteers, help transport and administer the vaccine, and provide logistical support.

*SO HOW CAN WE HELP – HERE IN “YOUR TOWN”*

Here in (our town) it’s sometimes difficult to imagine the difficulties which face people just like us in other parts of the world. Bombarded by news about the world’s troubled areas makes it impossible to ignore what’s happening around the world. You can help eradicate one of the world’s crippling diseases by supporting your local Rotary Club’s efforts to raise $$$ to vaccinate the rest of the world’s children, and join others in our community working together to END POLIO NOW!

Sincerely,

(Your name), Rotarian

(Your Town) Rotary Club