<div align="center">**WORLD POLIO DAY 2020 MESSAGING**</div>

KEY MESSAGES:
- World Polio Day is a time for Rotarians from all over the world to come together, recognize our progress in our fight to end polio, and talk about the action we need to take in order to end polio for good.
- The theme for World Polio Day 2020 is **"A win against polio is a win for global health."**
- In our fight to end polio, we've used our collective strength to defeat this devastating disease in almost every part of the world.
- This year, the African region was certified free of wild poliovirus – showing that eradication is possible and achievable, even in very difficult circumstances.
- Over the last several months, the polio infrastructure Rotary helped build has been used to respond to COVID-19 in many vulnerable countries.
- While the world's focus is on COVID-19, polio eradication must continue to be a global priority, especially as the pandemic threatens immunization programs around the world.
- Wild poliovirus still paralyzes children in Afghanistan and Pakistan, and as long as polio exists anywhere, it remains a threat everywhere.
- Now more than ever, it's important to remain committed to polio eradication and continue raising the funds and awareness necessary to fulfill our promise of a polio-free world.
- World Polio Day is the most important opportunity we have for the world to hear Rotary's rallying cry to End Polio Now.

ONLINE GLOBAL UPDATE:
- Mark your calendar to tune in for Rotary's World Polio Day Online Global Update. On 24 October, the program will be available for viewing on the [Rotary International Facebook page](#) and [EndPolio.org](#) by 8 am local time, respective to each language/region. RSVP to your preferred language on [Facebook](#).
  - Note: English program will be available for via [Facebook.com/RISPPO](#) for that region
- The program will provide a status update on Rotary's polio eradication efforts, and will also focus on how investment in polio eradication is critical for other global health initiatives, such as the response to the COVID-19 pandemic.
- New this year: Those who [register World Polio Day events](#) by 15 October can download the global update program early – a week before World Polio Day. You will receive a download link via an e-mail from [PolioPlus@Rotary.org](#) a week before World Polio Day to the e-mail used to register your event.
- Don't forget to follow the event on social media and share it with your network using #endpolio!

Frequently Asked Questions

NOTE FOR SUPPORT CENTER: Rotary's World Polio Day program will be running in different languages, with each language version available on a different Rotary Facebook page. When answering Rotary members' questions about World Polio Day, make sure you know what part of the world they are from so that you can provide them with the correct link and information for their region's event.

Online Global Update

Where is this year's World Polio Day event?
- There will be no official in-person World Polio Day event this year.

What can I expect from this year's program?
- This year's program will run in 9 different languages on Rotary's flagship and regional Facebook pages, be hosted on www.endpolio.org/world-polio-day, and be distributed via e-mail to event registrants. Each language version of the program will be available in the early morning, per the schedule below. This model will ensure that every single Rotary member can view the program in a time zone and language that is convenient for them.
- The theme for World Polio Day 2020 is "A win against polio is a win for global health." The program will provide a status update on Rotary and our partners' polio eradication efforts, and will also focus on how investment in polio eradication is critical for other global health initiatives, such as the response to the COVID-19 pandemic.

How do I view the program in my preferred language?
- **Facebook:** Each language version available on a different Rotary Facebook page, with the exception of Mandarin/Chinese that will be distributed via e-mail. All language versions will be accessible on Rotary's main Facebook page as well. All you will need to do is determine the language in you wish to view the program, RSVP on the event RSVP page [links below], then make sure you're in front of a computer on 24 October any time after the event's start time.
  - *NOTE FOR SUPPORT CENTER: Direct Rotarians to the main event page at first to find the event in their language/time zone (www.facebook.com/rotary/events). If pressed you can find more information on individual events below.*
- **Web:** All languages will be available on www.endpolio.org/world-polio-day on 24 October by the times noted below.
- **Download:** Those who register World Polio Day events by 15 October can download the global update program early – a week before World Polio Day. You will receive a download link via an e-mail from PolioPlus@Rotary.org a week before World Polio Day to the e-mail used to register your event.
- **YouTube:** The English program will also be posted on Rotary's YouTube channel by 12 am CT on 24 October: www.youtube.com/rotaryinternational

What if my club's World Polio Day event needs the program before 24 October?
- New this year: those who register World Polio Day events by 15 October can download the global update program early – a week before World Polio Day. You will receive a download link via an e-mail from PolioPlus@Rotary.org a week before World Polio Day to the e-mail used to register your event.

How do I play the program at my club's event?
- Stream the program from your laptop or smartphone onto a larger screen.
- If you're holding a virtual event via Zoom, you can easily share your screen and play the video.
- If your schedule does not permit you to view the program live on 24 October, you can view it on www.endpolio.org/world-polio-day after the date. The videos will also be available on each language website and Facebook channel indefinitely.

Rotary club events

What can I do to promote World Polio Day in my region?
- The World Polio Day toolkit has everything you need to host a World Polio Day event or learn how you can promote an existing event. Visit https://www.endpolio.org/world-polio-day to download the toolkit.

- Follow @Rotary and @EndPolioNow on social media and share any posts about World Polio Day with your friends and followers.
- View the "How to Take Action" World Polio Day resource, available in all languages: https://www.endpolio.org/resource-center#see-more

How do I promote my club's World Polio Day event?
- Visit www.endpolio.org/register-your-event to register your club's event. We are tracking the number of club events this year and ask all 35,000+ Rotary clubs each hold at least one event or activity.
- For Rotary's World Polio Day toolkit and other resources for planning your club's event, visit: https://www.endpolio.org/world-polio-day

How can I/my club donate to Rotary's Polio Fund in honor of World Polio Day?
- www.Endpolio.org/donate
- Facebook Fundraising on Facebook.com/EndPolioNow (FAQ: https://my.rotary.org/en/document/facebook-fundraising-frequently-asked-questions)

World Polio Day Online Global Update Schedule

<mark>NOTE FOR SUPPORT CENTER: Following its premiere on 24 October, the program videos will be available indefinitely on Rotary International Facebook and our website: www.endpolio.org/world-polio-day (with the exception of Mandarin).</mark>

- **English Program**
    - RSVP here for reminders/updates: https://endpol.io/wpdev
    - Time: 9 AM EDT/8 AM CDT/2 PM GMT
    - View the program here: www.facebook.com/rotary

- **Korean Program**
    - RSVP here for reminders/updates: https://endpol.io/kofbev
    - Time: 8 AM KST
    - View the program here: www.facebook.com/rotarykr

- **Japanese Program**
    - RSVP here for reminders/updates: https://endpol.io/jafbev
    - Time: 8 AM JST
    - View the program here: www.facebook.com/rotaryjapan

- **Italian Program**
    - RSVP here for reminders/updates: https://endpol.io/itfbev
    - Time: 8 AM CEST
    - View the program here: www.facebook.com/RotaryItalia

- **German Program**
    - RSVP here for reminders/updates: https://endpol.io/defbev
    - Time: 8 AM CEST
    - View the program here: www.facebook.com/RotaryDeutschland

- **French Program**
    - RSVP here for reminders/updates: https://endpol.io/frfbev
    - Time: 8 AM CEST
    - View the program here: www.facebook.com/RotaryEnFrancais

- **Brazil (Portuguese) Program**
    - RSVP here for reminders/updates: https://endpol.io/ptfbev
    - Time: 8 AM BRT

- o   View the program here: www.facebook.com/rotarybr

- **Spanish Program**
  - o   RSVP here for reminders/updates: https://endpol.io/esfbev
  - o   Time: 9 AM EDT/8 AM CDT
  - o   View the program here: www.facebook.com/rotaryes

- **Mandarin Program**
  - o   Register your event on www.endpol.io/regevent and select Mandarin as preferred language (choose Other, then type in Mandarin)
  - o   This program will only be distributed via e-mail event registrants, and available on request via an e-mail to PolioPlus@Rotary.org.