



**American
Red Cross**
of Greater Columbus

NEWS RELEASE

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For Immediate Release

Largest Ever Measles Vaccination Campaign Begins in Pakistan

July 12, 2007 - An estimated 21,000 children die from measles and its complications in Pakistan each year. To change this statistic, the Red Cross is helping launch the Measles Initiative, a campaign to vaccinate over 1.5 million children in Pakistan against measles.

Measles can be prevented with a simple vaccination that costs less than one dollar per child. During 2000-2005 more than 360 million children were vaccinated globally by partners of the Measles Initiative, a campaign led by the American Red Cross, U.S. Centers for Disease Control and Prevention, United Nations Foundation, UNICEF and the World Health Organization. The broad goal of the initiative is to lower the number of measles deaths worldwide by 90 percent by 2010. Already, the initiative has seen success in Africa where it reached 96% of the population.

Michael Carroll, CEO of the American Red Cross of Greater Columbus explained, "We are doing our part in contributing to a cause that the Red Cross considers vital to international health, and that is something our local volunteers and donors can be proud of."

"We are working in partnership, both locally and globally, to fulfill our commitment to make measles vaccinations accessible to every child in Pakistan," said David Meltzer, Senior Vice President of International Services for the American Red Cross. "Pakistan's mountainous terrain will make this one of the most challenging measles campaigns yet."

With each vaccination costing less than \$1, imagine the difference you can make. Visit www.measlesinitiative.org for more information and details about how you can help.

The American Red Cross helps people prevent, prepare for and respond to emergencies. Last year, almost a million volunteers and 35,000 employees helped victims of almost 75,000 disasters; taught lifesaving skills to millions; and helped U.S. service members separated from their families stay connected. Almost 4 million people gave blood through the Red Cross, the largest U.S. supplier of blood and blood products. The American Red Cross is part of the International Red Cross and Red Crescent Movement. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money, and blood to do its work.

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