

PRINT ON LETTERHEAD
Media Release Template

Short Title That Communicates Main Idea
Subtitle

City, Month, Date 2009/2010 – The most important information (always the who and what – and secondarily, the most important of when, where, why and how) goes in the first paragraph, says NAME, SPOKESPERSON.

INSERT QUOTE

FURTHER BACKGROUND INFO ADDED HERE

Four standard paragraphs we ask that you use at the end of your release:

Co-founded by Belinda Stronach and Rick Mercer, *Spread the Net* is a grassroots campaign in partnership with UNICEF Canada to raise funds to buy 500,000 anti-malarial mosquito bed nets at \$10 each for children in Liberia and Rwanda by June 2009. One insecticide treated bed net can protect up to five children for up to five years.

Every day, 3,000 children under the age of five die from malaria; that's one child every 30 seconds. In Africa, malaria causes about 20 per cent of all child deaths. Yet the transmission of the disease can be drastically reduced by something as simple as an anti-malarial bed net.

Insecticide-treated bed nets are hung over beds to keep out malarial mosquitoes while children and families are sleeping. When properly used, bed nets can reduce malaria transmission by up to 50 per cent and deaths of children by 20 per cent.

Spread the Net is partnered with UNICEF because UNICEF is the world's leader for children, working in 156 countries and territories to save, protect and enhance the lives of girls and boys. UNICEF supports child health and nutrition, promotes quality basic education, protects children from violence, exploitation and AIDS, and is the world's largest provider of insecticide-treated bed nets and vaccines for developing nations. UNICEF is funded entirely by voluntary contributions from individuals, businesses, foundations, schools, associations and governments.

For more information or to make a contribution visit www.spreadthenet.org or call UNICEF Canada at 1-800-567-4483.

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For more information, please contact:

Name

Title, Organization

Phone and/or e-mail

