



Attention all Bureau Chiefs, Assignment Editors, Political Editors

For Immediate Release:

**SPREAD THE NET RECOGNIZED AT WHITE HOUSE SUMMIT ON MALARIA
AS CANADIAN PARTNER IN BATTLE AGAINST MALARIA**

Belinda Stronach announces Spread the Net partnership with Malaria No More

WASHINGTON- December 15, 2006 – At the White House Summit on Malaria, an unprecedented gathering of individuals and organizations involved in the global fight against malaria, Canada’s Spread the Net anti-malarial bednet campaign was highlighted as an example of effective action and leadership on the issue, and an international partner to Malaria No More. The latter was founded to lead in the United States grassroots advocacy and outreach, and raise awareness about the ravages of malaria in Africa.

Belinda Stronach, M.P. (Newmarket-Aurora) founding Co-Chair of Spread the Net, was an invited guest at the Summit, hosted by President and Mrs. Bush.

“Together with UNICEF Canada, our lead partner, **Spread the Net** was delighted to be part of the White House Summit on Malaria. It was a powerful international gathering of people and organizations intended to jump-start mobilization of the global effort to eradicate malaria. No one organization or country can do it alone, but, working together with political will, it is completely do-able,” said Belinda Stronach.

“**Spread the Net** is also very pleased to announce our strategic partnership with Malaria No More, the new American organization that is spearheading the grassroots campaign in the United States. There is a lot of experience we can share and room for cooperation against a deadly disease that knows no political boundaries.”

“Malaria No More is a grassroots movement to help stop children dying of malaria in Africa,” said John Bridgeland, CEO of Malaria No More. “We are very pleased to be able to partner with like-minded campaigns like **Spread the Net**, who is leading the charge in Canada with bednets against malaria”.

The **Spread the Net** campaign was launched as a partnership with UNICEF Canada in November 2006 by co-chairs Ms. Stronach and satirist Rick Mercer, with President & CEO of UNICEF Canada Nigel Fisher. With the slogan, *1 Net. 10 Bucks. Save Lives*, the goal of the campaign is to raise \$5 million to fund the procurement and free distribution of 500,000 anti-malarial bednets at ten dollars each, for children in Rwanda and Liberia over the next two years.



“The partnership of individuals, as well as organizations is key to raising the funds we need to deliver the insecticide-treated bednets that are a simple, cost-effective protection against malaria - a disease kills more children in Africa under the age of five than any other disease”, said Nigel Fisher. “It is very exciting to see the fight against malaria gaining momentum across North America.”

Insecticide-treated bed nets are the most efficient and cost-effective way to protect children from malaria. Properly treated insecticide-treated bed nets can reduce child mortality by up to 20 per cent. UNICEF has made significant investment in the development of new, longer-lasting net technologies and is the single largest procurer of insecticide-treated bed nets in the world. Not only do these nets protect those sleeping under them from bites, the insecticide kills the mosquito itself. These nets retain their mosquito-killing ability for up to five years without re-treatment.

Spread the Net is an opportunity - especially during the holiday season - for individuals, organizations, groups and corporate citizens to make a financial contribution - big or small - toward the purchase of insecticide-treated bednets - critical tools in the prevention of malaria.

Contributions can be made via www.spreadthenet.org; by calling 1-800-567-4483; or by mailing a cheque to UNICEF Canada ***Spread the Net*** campaign, 2200 Yonge Street, Suite 1100, Toronto, ON, M4S 2C6. Special gift cards are available for those choosing to give bednets as holiday gifts this season.

For more information on *Spread the Net* and facts about malaria visit www.spreadthenet.org .

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