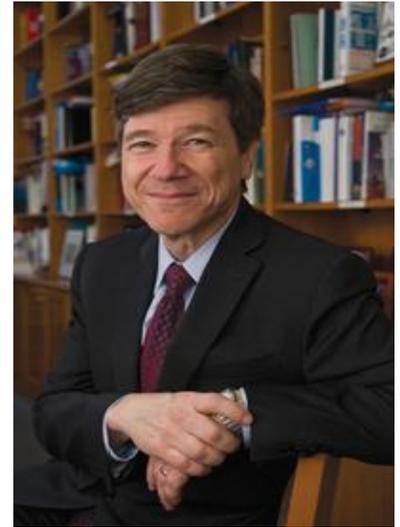


Global Fight Against #1 Killer of Children Welcomes The Earth Institute

This week the Global Coalition against Pneumonia welcomed new member, the Earth Institute, led by Professor Jeffrey D. Sachs. The Millennium Villages Project, a flagship project of the Earth Institute, is a collection of 12 village clusters located in poor, rural parts of 10 African countries (Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, Tanzania, and Uganda). The goal of the villages is to show how the Millennium Development Goals can be met within five years through community-led development.

Director of Health for the Millennium Villages, Dr Unni Karunakara, acknowledged that despite great progress in fighting malaria in the villages, too many children were dying of pneumonia and that there were new opportunities to demonstrate the very best pneumonia-fighting prevention and treatment strategies in the villages. Currently only two of the poorest countries in Africa routinely vaccinate their children against pneumococcal disease, Rwanda and the Gambia, and most countries struggle with how to diagnose and treat children once they become sick with pneumonia.



Professor Jeffrey Sachs' Earth Institute joins the fight against the #1 killer of children - pneumonia.

www.earth.columbia.edu
THE EARTH INSTITUTE
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 Millennium Villages

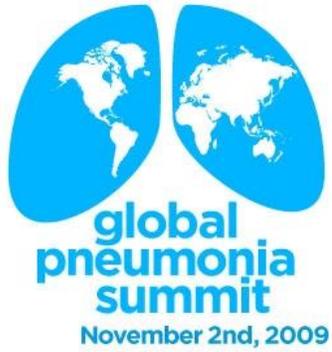
40+ organizations from all over the globe are now part of the Global Coalition, including leading international health agencies, civil society organizations developing country health ministries, pediatric associations, medical schools and research institutes.

If your organization would like to add its voice to the growing number advocating for a renewed global effort against child pneumonia, the #1 killer of children, please contact Nicole King at +1-202-297-2386 or nking@eurekastrategies.com.

To learn more about World Pneumonia Day, please visit <http://www.WorldPneumoniaDay.org>, where you can register your organization and sign up for email updates.

To join our Facebook community, please visit <http://tinyurl.com/WorldPneumoniaDay>

To sign our World Pneumonia Day petition, please visit http://www.change.org/gavialliance/actions/view/fight_pneumonia_the_1_killer_of_children



On World Pneumonia Day, November 2nd, 2009, there will be a Global Pneumonia Summit in New York City and related events in India, Bangladesh, Nigeria and several other countries where hundreds of thousands of children die from pneumonia every year.



The Health Minister of Rwanda, Dr Richard Sezibera, administering the first shot of pneumococcal conjugate vaccine in April 2009. Only children in Rwanda and the Gambia have routine access to this pneumonia-fighting vaccine but the GAVI Alliance (www.gavialliance.org) is working with other poor nations to help them introduce the vaccine.