



*For Immediate Release*

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***Hedge Funds vs. Malaria & Pneumonia Recognizes Participants in  
World Pneumonia Day event***

New York, N.Y., October 26, 2009 - Hedge Funds vs. Malaria & Pneumonia is proud to announce that at least twenty hedge funds are participating in the Hedge Funds Wear Blue Jeans World Pneumonia Day event. These hedge funds are encouraging their colleagues to wear blue jeans to work on the first World Pneumonia Day, Monday, November 2, 2009. This free event is part of a broader effort to encourage everyone to wear blue jeans to school and work on World Pneumonia Day.

More than two million children under the age of five die from pneumonia each year even though it is preventable (there are vaccines) and treatable (there are antibiotics). Worldwide, pneumonia deaths account for more than one in five deaths of children under the age of five. Yet, despite its overwhelming death toll, pneumonia is underfunded, never talked about, and rarely mentioned in the news media.

To express a sense of urgency in fighting the pneumonia emergency, Hedge Funds vs. Malaria & Pneumonia started the wear blue jeans to work movement. Lance Laifer, Founder of Hedge Funds vs. Malaria & Pneumonia said, "We know we must fight for every child's life as if that child were our own and we know that almost every person in the hedge fund industry has never even had a conversation about pneumonia-related childhood deaths." He continued, "We feel that wearing jeans to the office will help us get the conversation started."

Blue jeans were chosen as the integral part of the pneumonia fighter's uniform because blue is the official color for the fight against pneumonia (signifying a child's struggle to breathe when he or she battles pneumonia) and because wearing blue jeans is a simple way for people to raise awareness.

Hedge Funds vs. Malaria & Pneumonia wishes to thank the following firms for committing to encourage their colleagues to wear blue jeans to the office on Monday, November 2, World Pneumonia Day. Children's Investment Fund Foundation, Dunbar Capital Management, GLG Partners, Greenlight Capital, Gotham Capital, JHL Capital Group LLC, Kingsbrook Partners LP, Litespeed Partners, McAdoo Capital, Inc., Para Advisors LLC, Resilient Capital Management, Seneca Capital Management, Scoggin Capital Management, Sheffield Asset Management, Spencer Capital, Third Point LLC, Tilson Funds, Titan Advisors, LLC, TZP Group, Union Avenue Advisors and Wriston Capital.

**About Hedge Funds vs. Malaria & Pneumonia:** Hedge Funds vs. Malaria & Pneumonia's mission is to create grassroots support to end easily preventable and treatable deaths due to malaria, pneumonia and other diseases and to help improve the lives of those saved through education and economic development. Hedge Funds vs. Malaria & Pneumonia is a 100% volunteer organization, is not a 501c3 and has no expenses. All the funds it helps collect are used to help other organizations.

**About World Pneumonia Day:** Save the Children, PneumoADIP at the Johns Hopkins Bloomberg School of Public Health, Hedge Funds vs. Malaria & Pneumonia, and the GAVI Alliance united in April to establish an annual World Pneumonia Day on November 2, 2009. The day will mobilize efforts to fight a neglected disease that kills more than two million children under the age of five each year worldwide. To learn more about World Pneumonia Day please visit <http://worldpneumoniaday.org>

To learn more about wearing blue jeans on World Pneumonia Day please visit <http://www.bluejeansday.org> and <http://www.savethechildren.org/programs/health/child-survival/survive-to-5/>

**About The Global Coalition against Child Pneumonia:** The Global Coalition against Child Pneumonia is diverse coalition of international health nonprofit organizations, academic institutions and foundations united in their fight to against the number one killer of children.

***Leading advocates for children who are part of the coalition include:***

- Africa Fighting Malaria
- American India Foundation
- American Jewish Joint Distribution Committee
- Antibiotic Consensus Society of Uganda (ACSU)
- Arab Pediatric Infectious Disease Society
- Asian Alliance for Pneumococcal disease prevention (ASAP)
- Best Shot Foundation
- Boston University School of Public Health, Center for Global Health and Development
- CARE
- California Immunization Coalition (CIC)
- Center for Vaccine Development (CVD-Mali)
- Centre National d'Appui à la lutte contre la Maladie (CNAM)
- Chinese Society of Pediatric Pulmonology
- Columbia University Mailman School of Public Health
- Croatian Centre for Global Health
- The Earth Institute, Columbia University
- Emerging Markets Group, Ltd.
- Every Child By Two
- Episcopal Relief and Development
- Destinee Charity Foundation, Cameroon
- GAVI Alliance
- GiveVaccines.org
- Global Action for Children
- Global Health Council
- Global Science Academy, India
- Hedge Funds Vs Malaria & Pneumonia
- Immunization Action Coalition
- Indian Academy of Pediatrics, West Bengal Branch
- International Pediatric Association
- International Rescue Committee
- International Union Against Tuberculosis and Lung Disease
- International Society for Tropical Pediatrics-Philippines
- The Johns Hopkins Bloomberg School of Public Health
- John Snow Inc.
- Jordan University Medical School, Division of Pediatric Infectious Disease
- Kageno
- March of Washingtons
- The MacDella Cooper Foundation
- Measles Initiative
- Medical Teams International
- Monitoring and Accelerated Child Survival Initiative (MACS Initiative)
- Millennium Villages
- Ministry of Health - ARI Programme, Malawi
- Ministry of Health, Mali
- National Foundation for Infectious Diseases (NFID)
- National Institutes of Health (NIH)
- The Nigerian School Project
- NYU School of Medicine, Department of Medical Parasitology, Malaria and Neglected Tropical Diseases Initiative
- One
- Parents of Kids with Infectious Diseases (PKIDs)
- PATH
- The Paediatric Association of Nigeria (PAN)
- Paediatrics Association of DRC
- Paediatric Infectious Diseases Society, Nigeria
- Pediatric Infectious Disease Society of the Philippines
- Pediatric Infectious Disease Society of Thailand
- Pediatric Association of Tanzania
- PGIMER School of Public Health, Chandigarh
- Philippines Foundation for Vaccination (PFV)
- Pneumonia Advocacy and Working Group of Uganda
- Population Services International (PSI)
- Project HOPE
- The Rollins School of Public Health at Emory University
- Sabin Vaccine Institute
- Save the Children
- Southern African Society of Paediatric Infectious Diseases (SASPID)
- The Task Force for Global Health
- Uganda Paediatrics Association (UPA)
- University of Edinburgh
- University of Melbourne, Centre for International Child Health
- US Coalition for Child Survival
- US Fund for UNICEF
- The Vaccines for Africa Initiative (VACFA)
- Vicks®
- Voices for Vaccines
- Women's Refugee Commission
- World Vision