



***For Immediate Release***

## **Global Business Coalition on HIV/AIDS, TB and Malaria (GBC) Coordinates Public-Private Partnership to Distribute 500,000 Anti-Malarial Bed Nets in Zambia**

***- Landmark Initiative Will Help to Protect More Than One Million Residents of Hard Hit Zambia from Malaria Infection -***

**New York, NY – April 25, 2007** – More than one million Zambians -- the majority of them orphaned or vulnerable children -- will be protected from malaria thanks to an initiative of the Global Business Coalition on HIV/AIDS, TB and Malaria (GBC). GBC, in partnership with the President's Emergency Plan for AIDS Relief (PEPFAR) and the President's Malaria Initiative (PMI), will provide 500,000 anti-malarial bed nets for distribution throughout the country.

The project was announced today by First Lady Laura Bush at a White House event commemorating Malaria Awareness Day.

The project addresses an urgent and solvable crisis situation in Zambia, a south-central African nation which is one of the hardest-hit malarial countries in the world. At least 40 percent of Zambia's childhood deaths are caused by malaria, and the average Zambian household experiences 2.4 cases of malaria each year.

"We know how to end malaria--the solutions are inexpensive and straight forward," said Dr. John Tedstrom, Executive Director of GBC. "Innovative initiatives like this, which deliver concrete action on the ground with local partners, provide the private sector with an opportunity to collaborate with governments and NGOs to deliver even more. In doing so, we will save lives, build economies and support social development. GBC remains committed to working with our members to maximize our joint potential in the fight against malaria."

RAPIDS (Reaching HIV/AIDS Affected People with Integrated Development and Support), an NGO consortium active in Zambia, requested the nets for distribution among the HIV-infected and at-risk families it works with around the country. HIV-infected people are considered particularly vulnerable to malaria and the co-infection and interaction between the two diseases has major public health implications. More than 13,000 RAPIDS volunteers, who provide home-based health care and are trained in HIV treatment and care, will deploy the long-lasting, insecticide-treated bed nets (ITNs) to these families.

The total cost for production, shipment and distribution of the ITNs is \$2.5 million, for which PEPFAR and PMI provided a \$1.25 million challenge grant. GBC organized a generous group of private sector and individual donors to match the grant. These partners include: Abbott Laboratories, Anglo American plc, BD (Becton, Dickinson & Co.), Chevron Corporation, The Coca-

- more -

Cola Company, Hedge Funds vs. Malaria, Helen Bader Foundation, Johnson & Johnson, JN-International, Inc. USA, Malaria No More, The Mercury Foundation, National Basketball Association (NBA), The Noel Group, Premier Medical Corporation, Qingdao Double Butterfly Group, Tata Iron & Steel Co., Ltd., Total and Vestergaard-Frandsen.

Nearly 170,000 nets already are en route to Zambia and will be deployed throughout April and May. Insecticide-treated bed nets are long-lasting, have zero impact on the environment, and empower families to easily prevent malaria virus transmission. Approximately two to three bed nets will be distributed to each household, offering more than personal protection by releasing enough insecticide to repel mosquitoes from the entire house.

***About GBC***

The Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria (GBC) is an alliance of 220 international companies leading the business fight against HIV/AIDS, TB and malaria. GBC works to leverage the private sector's unique skills and expertise in the global response – including developing comprehensive workplace policies; supporting community programs; utilizing core competencies; facilitating leadership and advocacy by business leaders; and brokering public-private partnerships. The official focal point of the private sector delegation to the Global Fund to Fight AIDS, Tuberculosis and Malaria, GBC maintains offices in New York, Paris, Johannesburg, Beijing, Geneva, Nairobi, Moscow, and Kiev.

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