



NEWS RELEASE: PURPLE LIGHTS ACROSS PLYMOUTH

From: Saltram Rotary Club

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For Immediate Release

Headline:

Purple lights across Plymouth for World Polio Day – to recognise the efforts of Rotary in helping to ‘End Polio Now’

Background information:

Saltram Rotary are joining thousands of other Rotary clubs around the world in supporting World Polio Day 2018, on Wednesday 24th October.

If you’re out and about in Plymouth, you may see their efforts and witness Smeaton’s Tower lighting and the lights of the Devonport incinerator turn the colour purple, as part of their club’s World Polio Day celebrations.

With millions of children vaccinated every year, in many instances in the space of just a few days, the colour purple is very significant in Rotary’s fight to end polio as the colour represents the colour of the dye placed upon a child’s finger to identify that they have been immunised against the disease.

Saltram Rotary are inviting members of the public to join them at dusk (6:15pm) on Wednesday 24th October 2018, to watch the lighthouse be lit-up purple to celebrate World Polio Day.

The club’s President, Robert Jones, said that the club are very grateful to both Plymouth City Council and MVV Environment Ltd for their support for this cause and that the lighting up of the city’s landmarks will be a first in locally highlighting the continued efforts of Rotary’s in helping to end polio throughout the world.

Rotary members throughout Great Britain and Ireland are holding Purple4Polio events to raise awareness and donations for the Rotary campaign to End Polio Now and forever.

Main Event Information:

What: Smeaton’s Tower is being illuminated purple on World Polio Day

Who: Saltram Rotary Club

Where: Smeaton’s Tower, Plymouth Hoe

Date: Wednesday 24th October 2018

Time: 6:15pm (dusk)



About Rotary

Rotary International (R.I.) is a service organisation of business and professional leaders united worldwide to help those in need, whose motto is 'Service Above Self'. It is made up of more than 33,000 Rotary clubs in over 200 countries and geographical areas with 1,850 in Great Britain & Ireland. Rotarians form a global network of 1.2 million business and professional leaders who, as volunteers, address needs of home and international communities, and have a great deal of fun and fellowship.

Saltram Rotary are a local club, which meets on Tuesday evenings at Staddon Height Golf Club at 6:30pm. If you would like to visit, or find out more about the polio campaign and other activities, contact them at saltramrotary@outlook.com

The End Polio Campaign

The Global Polio Eradication Initiative, formed in 1988, is a public-private partnership that includes Rotary, the World Health Organization, the U.S. Centers for Disease Control and Prevention, UNICEF, the Bill & Melinda Gates Foundation, and governments of the world. Rotary's focus is advocacy, fundraising, volunteer recruitment and awareness-building.

Since forming an alliance, the incidence of polio has reduced by more than 99.99%; from an estimated 350,000 cases annually in 125 countries in 1985, to just 18 cases in 2018, across only three remaining polio-endemic countries*.

The polio cases represented by the remaining one percent are the most difficult to prevent, due to factors including geographical isolation, poor public infrastructure, armed conflict and cultural barriers. Until polio is eradicated, all countries remain at risk of outbreaks, including the UK.

Every pound raised by Rotary is matched with two additional pounds from the Bill & Melinda Gates Foundation. These funds help to provide much-needed operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents. Governments, corporations and private individuals all play a crucial role in funding.

Overall, Rotary has contributed more than US\$1.8 billion to ending polio since 1985 and, the local club, Saltram Rotary have raised over £30 000.

More than one million Rotary members have donated their time and personal resources to end polio. Every year, hundreds of Rotary members work side-by-side with health workers to vaccinate children in polio-affected countries. Rotary Members work with UNICEF and other partners to prepare and distribute mass communication tools to reach people in areas isolated by conflict, geography, or poverty – they also recruit fellow volunteers, assist with transporting the vaccine, and provide other logistical support.

*Afghanistan; Pakistan; and Nigeria.

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