



Making A Difference In Children's Lives

(NAPSA)—Millions of young lives around the world can benefit from a surprising resource. A major international corporation is using its global expertise in hygiene and health, innovative technology and consumer communication capabilities to help Save the Children deliver lifesaving treatments.

The Problem

Many people are not aware of it, but nearly one in 10 child deaths—approximately 800,000 each year—are due to diarrhea. Often, these deaths are caused by poor home environments, inadequate personal hygiene and lack of access to essential services such as health care, sanitation, clean water and basic nutrition.

“At an unacceptable rate, children in the developing world are dying from completely preventable diseases, like diarrhea,” says Justin Forsyth, Chief Executive of Save the Children. “We have already made dramatic progress in reducing the number of children dying, but there is still much more that needs to be done.”

A Solution

The company, Reckitt Benckiser (RB), has teamed up with Save the Children to target the devastating global death rate in children under 5 from diarrhea by 2020. RB is a global consumer goods leader whose portfolio includes iconic brands such as Clearasil, Durex, Mucinex, Lysol, Veet, Finish, Air Wick and Woolite. Together, Save the Children and RB want to help stop diarrhea from being one of the biggest causes of death in children. While the goal is ambitious, they believe it's achievable.

“Businesses like RB have a responsibility beyond results. Our larger role is to do more for the world. We want to make a differ-



Innovative inventions and interventions can save hundreds of thousands of young lives.

ence by providing innovative solutions for healthier lives and happier homes,” says Rakesh Kapoor, CEO of RB. “Our growing partnership with Save the Children will go some way to creating lasting improvements in the health and hygiene of vulnerable children and families globally.”

To start, RB has provided initial funding of more than \$35 million and is engaging its more than 36,000 global employees in the fight. In addition, RB is developing innovative products such as a low-cost “de-germer” and conducting a mass-reach hand hygiene campaign to create safer home environments for babies and children.

The “Healthier kids, Happier homes” global partnership will help bring RB and Save the Children a step closer to achieving their mutual vision, one in which no child under the age of 5 dies from preventable causes.

This is just one example of how business and nonprofit organizations can make a difference in the world.

Learn More

For further facts on RB, go to www.rb.com. To learn how you can help improve and extend children's lives, go to www.savethechildren.org.