

MEDIA ADVISORYPRESS CONFERENCE

MEASLES INITIATIVE PARTNERS TO MAKE MAJOR FUNDING ANNOUNCEMENT WEDNESDAY, NOV. 2

WILL DISCUSS SIGNIFICANT REDUCTION IN MEASLES CASES AND DEATHS IN AFRICA

*Measles Initiative Founding Partners Include: UN Foundation,
American Red Cross, World Health Organization, UNICEF,
Centers for Disease and Prevention Control*

In association with



Premieres November 1-3 at 9 pm



EXECUTIVE COUNCIL

Mr. Paul G. Allen
Investor and Philanthropist

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Co-founder, DATA (Debt, AIDS, Trade, Africa)

Sir Richard Branson
Chairman, Virgin Group of Companies

Mr. William H. Gates
Co-founder, Bill & Melinda Gates Foundation

Mr. R.E. "Ted" Turner
Chairman, U.N. Foundation

WHAT: Measles Initiative partners will make a major funding announcement; discuss significant reduction in measles cases and deaths in Africa.

WHO: Measles Initiative partners and supporters, introduced by TIME Managing Editor **Jim Kelly**, including:
Ted Turner, Chairman, UN Foundation
Ann M. Veneman, Executive Director, UNICEF
Steven E. Carr, Chair of the International Services Committee, American Red Cross Board of Governors
Stephen B. Blount, Director, Coordinating Office for Global Health, US Centers for Disease Control and Prevention
Representative from the World Health Organization
Edward J. Ludwig, Chairman, President and CEO, Becton, Dickinson and Company
Bo Stenson, Principal Officer and Acting Deputy Executive Secretary, Global Alliance for Vaccines and Immunization (GAVI).

WHEN: 10:00 AM EST, Wednesday, November 2, 2005

WHERE: Press Conference Room, TIME Global Health Summit.
Frederick P. Rose Hall, Home of Jazz at Lincoln Center,
Broadway at 60th Street, NYC.

DIAL IN: Working press may dial-in to a conference call broadcast of the press conference. Questions from the dial-in number will be permitted if time allows. Dial: +1-651-291-1889, Participant Access Code: 800979

TIME Summit Press Credentials: To request press credentials for the TIME Summit, please log-on to <http://www.time.com/time/2005/globalhealth/press.html>. You must submit the form **IN ADVANCE** to request credentials in order to attend the TIME Summit.

Media partner



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November 1 - 3, 2005

New York City

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Press Conference: Measles Initiative, cont'd

Measles is one of the leading vaccine-preventable childhood killers in the world. In 2003, more than 500,000 people died from measles, a disease barely remembered by most Americans. A safe and highly effective vaccine has been available for over forty years and it costs less than US \$1 to protect a child against measles. Despite this, millions of children remain unprotected.

Launched in February 2001, the Measles Initiative (MI) is a partnership formed to reduce and control measles deaths in Africa. The Initiative is led by the United Nations Foundation, American Red Cross, Centers for Disease and Prevention Control, UNICEF and the World Health Organization. Other key players in the fight against measles are the International Federation of Red Cross and Red Crescent Societies, the Canadian International Development Agency (CIDA), The Bill and Melinda Gates Foundation, the Church of Jesus Christ and Latter Day Saints, the Global Alliance for Vaccines and Immunization (GAVI) and countries and governments affected by measles

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