

Rotary News

By JERRY KING

PolioPlus Goal Is Reached

During the past year our club's main efforts have been to advance goodwill and improve the quality of life among people of different nations by a vigorous participation in Rotary's special POLIOPLUS international fundraising event.

We have involved every member of our club in reaching our \$13,000.00 goal.

Funds have been raised using three methods: Raffle for a Caribbean cruise, raffle to win a playhouse and member assessment of \$2.00 each Rotary meeting.

These efforts have made the public aware of Rotary's Polio Plus campaign through newspaper articles; radio announcements; cable television announcements; posters; and the playhouse being displayed publically at shopping centers, ballgames and lending institutions.

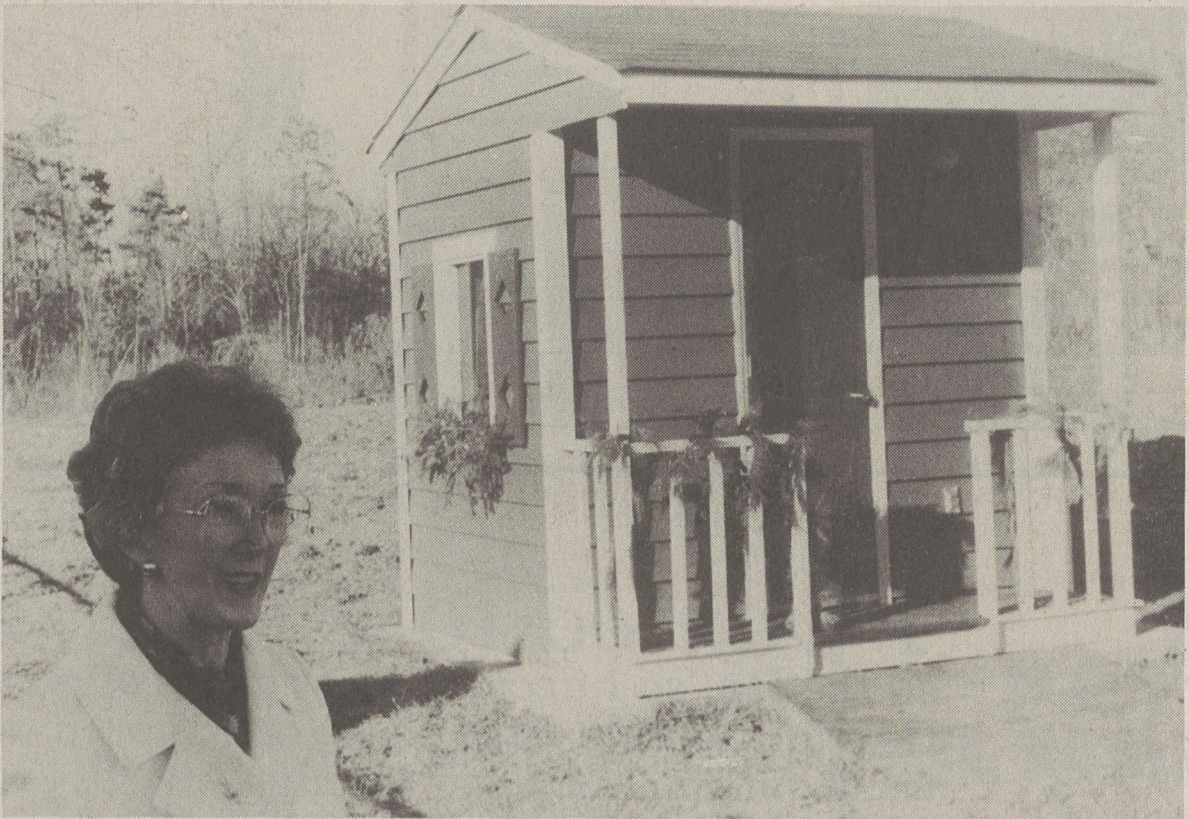
Other Rotary International projects such as youth exchange and international scholarships have been discussed; however, most of our emphasis this year has been toward reaching our POLIOPLUS goal. Next year we intend to address Rotary's ongoing international projects.

Each year the crippling polio, a disease controlled by vaccinations in developed countries, strikes up to 275,000 children worldwide and kills 27,000. In response to this great tragedy, Rotary International and The Rotary Foundation together have launched PolioPlus, a program to help immunize all the world's children from polio and other vaccine-preventable diseases.

The most ambitious Rotary project every, PolioPlus will raise US \$120 million by the year 1990. In each Rotary country, a PolioPlus Campaign Fund committee is seeking public and private support. Rotarians around the globe are helping in all phases of this effort, from soliciting public and private donations to participating in national days of immunization. Rotary's "blueprint" for a polio-free world is to supply approved immunization programs of national or regional health agencies with up to five consecutive years' of polio



DRAWING THE WINNER - Santa Claus (Bill Grissom) draws the winning ticket for the Rotary Club's dollhouse giveaway at last week's meeting at the Holiday Inn. Looking on are Rotarians Jerry King, left, and David McDaniel.



PLAYHOUSE WINNER - Ellen Elam of Kings Mountain is pictured with the playhouse she won in a recent raffle conducted by the Kings Mountain Rotary Club to raise money for Polio Plus. Mrs. Elam gave the playhouse to a friend, Joann Smith, to give to her grandchildren.

vaccine and to make available to any developing country - upon invitation - a team of experts to help plan and implement polio immunization activities.

Together with polio, five other diseases - measles, diphtheria, tetanus, whooping cough, and tuberculosis - kill some five million children a year in the developing world. PolioPlus reinforces the ongoing battle against these other diseases by strengthening primary health-care delivery systems, educating parents about the need for immunization, and, if funds are available, supplementing supplies of non-polio vaccines.

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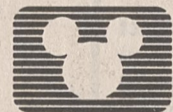
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