



World Vision

Building a better world for children



News Release

The Procter & Gamble Company
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FOR IMMEDIATE RELEASE

PROCTER & GAMBLE AND WORLD VISION EQUIP AND EMPOWER ZIMBABWEANS IN FIGHT AGAINST CHOLERA

2.5 Million PUR Packets and Hygiene Education in the Hands of Community Members

SEATTLE, Feb. 24, 2009 – As Zimbabwe continues to confront a cholera epidemic tied to failing water and sanitation infrastructure, a new World Vision project supported by the Procter & Gamble (NYSE: PG) Children's Safe Drinking Water Program is underway, providing Zimbabweans with the tools and training necessary to protect themselves, their families and their communities.

The large-scale, community-driven program, funded by a \$200,000 grant from P&G, will enable World Vision staff and volunteers to distribute two and a half million PUR™ Purifier of Water packets benefiting 10,000 households and an estimated 250,000 people. Each PUR™ Purifier of Water packet, a powdered product that reduces parasites, bacteria and other contaminants found in water, effectively transforms up to 10 liters of contaminated water into clean, purified water within minutes. Zimbabweans in affected areas will learn how to effectively use this product as well as receive cholera prevention, response and preparedness training.

The relief work will be concentrated in the regions of Bulawayo, Mashonaland West, Mashonaland East, and Matabeleland South, all of which are suffering high rates of cholera infection and death. In addition to supporting its current work involving medical personnel responding to the cholera epidemic, World Vision will deploy two mobile units to distribute the PUR packets and provide information and training to program participants. A latter part of the project will involve the repair and maintenance of damaged sewage systems in the region to prevent the further spread of the disease through drinking water.

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The project will be driven by specially-trained, Zimbabwean volunteers, who will deliver their services and then expand the critically-needed training more broadly to community members. The program design is especially important considering that a large number of health care professionals have left Zimbabwe because of the failed infrastructure and lack of pay.

“With an average of one new cholera case in Zimbabwe per minute, a rapid response is critical and we are very grateful to P&G for this partnership,” said Keith Kall, executive director of corporate development for World Vision. “Lives will be saved due to their generosity, and many, many Zimbabweans will be armed with new knowledge to protect themselves and their children in the midst of very high-risk circumstances.”

“It’s particularly important that during this time of financial crisis we continue to think about those most in need and do what we can to help,” said Greg Allgood, PhD, director for the P&G Children’s Safe Drinking Water Program, the signature program of P&G’s Live, Learn and Thrive™ Initiative. “World Vision has a particularly effective plan to help save lives in Zimbabwe and will provide more than 50 days of clean drinking water to a child for every dollar donated.”

The cholera epidemic in Zimbabwe, having already claimed more than 3,000 lives and with more than 54,000 reported cases is shifting rapidly to rural areas, World Vision reported in January. Rural areas had previously recorded low cases of the epidemic since the first reported case last August.

About World Vision

World Vision is a Christian relief and development organization dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty. World Vision serves the world’s poor regardless of a person’s religion, race, ethnicity, or gender. For more information, visit www.worldvision.org.

About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands. The P&G community includes approximately 138,000 employees working in over 80 countries worldwide. In these countries and beyond, P&G is committed to improving lives for children in need, ages 0-13, through its global corporate cause, Live, Learn and Thrive and its Children’s Safe Drinking Water Program. The Children’s Safe Drinking Water Program and the water technology by PUR are working together to help prevent water-related diseases by providing clean drinking

water to children in developing countries. For more information about PUR™ water purification technology and to see how it works, visit www.csdw.org. Please visit www.pg.com for the latest news and in-depth information about P&G, its brands, and Live, Learn and Thrive.

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