

## **WGVU Key Player in Global Health and Child Survival Campaign**

**(Grand Rapids, MI, July 12, 2005)** WGVU announced today its partnership in the national *Rx for Child Survival* campaign. Created by WGBH/Boston and Vulcan Productions, Inc., the campaign will raise awareness about the triumphs and challenges of global health and encourage contributions to prevent some of the 6 million unnecessary child deaths that occur around the world each year. WGVU will serve as the local convener of a coalition of community organizations including:

- Grand Rapids Rotary East
- Grand Valley State University – College of Health Professions
- Grand Valley State University – Kirkhof College of Nursing
- Grand Valley State University – Office of Multicultural Affairs
- Grand Valley State University – Barbara H. Padnos International Center
- Grand Rapids Youth Commonwealth: Kids & Cops
- International Aid
- Muskegon Community Health Project
- The World Affairs Council – Western Michigan
- WGVU Public Broadcasting

From November 1 through 3, 2005, from 9 – 11 p.m., WGVU will air *Rx for Survival — A Global Health Challenge*, a six part series about the challenges and triumphs of health here in America and around the world.

WGVU General Manager, Michael T. Walenta explains, “It is indeed significant that so many respected local and national organizations are joining together to embrace this critical issue. As our audience of active and engaged viewers learns more about child survival through our participation with this project, and through the *Rx for Survival* series that we’ll be airing over the first three days of November, we know they will want a hands-on way to respond. By creating a campaign that leverages the strong health and community organizations existing here and by easy-to-access global health activities, we can fulfill our mission of educating and inspiring the citizens of West Michigan.”

In Boston last week, Steve Chappell, WGVU’s Grant Writer, along with Professor Gayla Jewell of Grand Valley State University and Ron Zoet, Executive Director of Grand Rapids Youth Commonwealth, met with representatives from 19 other PBS member

stations and their local partners to share ideas and to begin to plan audience and member events.

Steve Chappell, WGUV says, “We are honored to have been selected as a project site for this important initiative and to have recently participated in the national conference with organizations from throughout the United States. We look forward to engaging our community over the next several months through a variety of outreach activities designed to help everyone learn more and do more about global health and child survival.”

More information about the Rx for Survival series, the Rx for Child Survival campaign, and ways that viewers can learn more and do more, can be found at [pbs.org/rxforsurvival](http://pbs.org/rxforsurvival).