



**WORLD SWIM
FOR MALARIA**

www.worldswimformalaria.com

3 DEC 2005

What to do next

Volunteer yourself or someone from your office to be an organiser. This person should send an email to Rick Dunn at rick.dunn@jwt.com, who is organising the swim for JWT London, for further details.

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Malaria Kills

- 1 child every 3 seconds
- 1-3 million people die from malaria each year; 70% are children under 5 years old
- That's the equivalent of 7 jumbo jets full of children dying from malaria each day, every day

World Swim For Malaria is doing something about it - and JWT are helping

- World Swim for Malaria's target is a MILLION swimming all over the world, on or around 3rd December 2005
- More than 200,000 people are already signed up with people joining all the time. See www.WorldSwimForMalaria.com for more information. It's already the biggest swim ever!
- 100% of the money raised will buy mosquito nets that cost US\$5 – the best way to prevent malaria.
- JWT are helping World Swim For Malaria pro bono with creative marketing input
- We will also be helping with 'swimming input' and we hope you will join us
- Every £60 buys 20 nets and equals one life being saved. That's the difference bednets make.

Our Challenge

- 5,000 JWT, friends, family, children, clients and prospects swimming
- We have set a target of "Swimming Across Africa", a distance of 4,200 miles! A 'core' group of swimmers are knocking off the miles as we speak and we'll finish off the miles on the 3rd Dec! See www.WorldSwimForMalaria.com/JWT

The Solution

- Let's get as many – if not ALL – of our 300 offices around the world with a swim! (Each office is about to receive a bednet so you can see what this is all for)

- A swim can be just 3 people so there's no excuse for an office not to be involved!
- Organising a swim is easy:
 1. Some volunteer(s) to round up some people in your office
 2. Rope off a lane in a swimming pool
 3. Swim
- You organise your swim how you want to – on or around the 3rd December, with as few or as many as you like, with each swimming as far or as little as they like. Each swimmer gets sponsored or makes a donation. Simple.

There are no rules to stop you participating!

Let's have JWT globally doing this together!

Why JWT and Friends?

- By involving clients and our friends we can demonstrate how close we are as a global company and strengthen bonds with our existing clients and within our agency globally
- The more mosquito nets World Swim For Malaria can buy the more lives we will save
- It's never a bad time to help stop a million people from dying from malaria – the world's single largest killer of children

What to do next

- Volunteer yourself or someone from your office to be a swim organiser.
- Go to www.WorldSwimForMalaria.com and register your intention to swim (select JWT on registering)
- Send Rick Dunn (rick.dunn@jwt.com) an email to let him know you will organise a swim. Rick is coordinating JWT's involvement. He's a former Olympic rower (he's big). He'll jump up and kiss you for helping.