

## ABOUT UNICEF

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, safe water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

## ABOUT IZA

The International Zinc Association (IZA) – [www.zinc.org](http://www.zinc.org) - is a non-profit organization representing the global zinc industry by promoting zinc's essentiality in present and potential product applications, human health and crop nutrition and by highlighting zinc's contribution to sustainable development. IZA has been active in Zinc and Nutrition efforts by supporting scientific research, publishing information materials and holding conferences. IZA also supports the International Zinc Nutrition Consultative Group.

## ABOUT PERFECT EQUIPMENT

Since 1939, Perfect Equipment has been a leader in innovation and quality bringing valuable insight and solutions to the automotive industry by offering a comprehensive range of wheel balance weights including traditional, non-lead, knock-on and adhesive options. Perfect Equipment is a part of the WEGMANN automotive global wheel weight platform that supplies both OEM and aftermarket customers worldwide. The company is recognized for the broadest product offerings and the highest quality standings in the industry and has become a reputable name synonymous with quality, performance and fit. To learn more about Perfect Equipment, visit [www.perfectequipment.com](http://www.perfectequipment.com).



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# Zinc Saves Kids®

An International Zinc Association (IZA) initiative in support of UNICEF



An initiative to improve the survival, growth, and development of undernourished children by funding UNICEF's zinc supplementation and treatment programs.



PROUDLY SUPPORTED BY:



balancing the future.

# Zinc Saves Kids®

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“NO ONE STANDS SO TALL AS WHEN  
THEY STOOP TO HELP A CHILD.”

- Abraham Lincoln

This initiative will increase the awareness of global zinc deficiency and raise funds to support UNICEF's zinc supplementation and treatment programs to improve the survival, growth, and development of undernourished children.



**Zinc deficiency leads to over 450,000 child deaths each year.**

## THE FACTS:

- Zinc is required by the body in order for life to thrive
- 1/3 of the world population is at risk of zinc deficiency
- Zinc deficiency is one of the major factors involved with diarrhea, pneumonia and malaria which leads to high mortality rates in many countries around the world
- Zinc deficiency especially impacts children under five years of age
- Zinc deficiency can be eradicated

## ZINC IS ESSENTIAL

Zinc is an essential micro-nutrient for human health. It activates cell division, growth, physical and brain development and protects the body from diseases. Zinc also strengthens the immune system and helps fight infections.

Zinc is supplied to the body through a diversified diet. However, **close to 2-billion people worldwide are at risk of not getting enough zinc through their diets.** Children under five years of age are most affected. Zinc deficiency weakens their immune system and leaves them vulnerable to diarrhea and infectious diseases such as pneumonia and malaria. Zinc deficiency also leads to growth retardation and stunting and impedes intellectual development preventing children from developing to their full potential.

## ZINC SAVES LIVES

**Zinc ranks high on the list of child survival interventions.** Zinc is particularly effective in treating diarrhea which kills 1.5 million children every year.

In 2008, the Copenhagen Consensus, a panel of eight leading economists, concluded that combating malnutrition in undernourished children by providing vitamin A and zinc is the most cost-effective solution to the world's leading challenges.

The Zinc Saves Kids® initiative is helping to send zinc supplements to where they are needed most.

## HOW YOU CAN HELP

It takes little to save a child's life:

- .50 cents for a 10-14 day course of zinc tablets can treat acute diarrhea.
- \$1-4 will ensure a child receives adequate zinc nutrition for a year.

Companies and individuals are invited to help support the Zinc Saves Kids® initiative. **Every dollar helps to save a child's life.** Please send checks to:

Zinc Saves Kids® Program  
Mailed to: Attn. Dawn Raymond  
Suite 120, 1822 East NC Highway 54  
Durham, NC 27713, USA

Please communicate full company details with all donation checks.

To learn more, visit:

**[www.zincsavekids.org](http://www.zincsavekids.org)**