

Boots joins Pampers and UNICEF in 2008 tetanus vaccine initiative



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Press Release Author: **Boots**

Industry: [Healthcare](#)

Press Release Summary: Boots is joining the Pampers and UNICEF tetanus vaccine initiative for one month during the forthcoming campaign.

Press Release Body: **Boots** has announced that it is joining the **Pampers** and **UNICEF** tetanus vaccine initiative for one month during the forthcoming campaign.



Each year maternal and newborn tetanus kills approximately 30,000 mothers and 140,000 babies around the world. This is equivalent to one baby dying from tetanus every three minutes. In 2007 Pampers created a campaign to support **UNICEF** by supplying funding for tetanus vaccines in developing countries through the sale of its nappies.

Boots has pledged to join this year's campaign for 4 weeks of the three month campaign. During this time **Boots** will match the donation made by Pampers on the sale of **Pampers nappies** sold through **Boots** stores. This means that for every specially marked Pampers pack sold in Boots stores, the funding for two vaccines will be donated to UNICEF, rather than one.

Caroline Gardner, Boots Buyer for Baby said; *"Maternal and newborn tetanus was eliminated in the developed world almost 50 years ago and it is shocking that this disease can turn the joy of having a baby into tragedy in more than 40 countries still today. The Pampers project with UNICEF can transform lives and Boots is delighted to be joining this initiative and hopefully help to make a real difference to families' lives."*

Last year **Pampers** provided **UNICEF** with the funding for over 15 million tetanus vaccines. This year, with support from companies such as **Boots, Pampers** is hoping to provide the funding for 32 million vaccines to help **UNICEF** support countries in eliminating maternal and newborn tetanus by 2012*.

The **Pampers** and **UNICEF** campaign runs from October to December 2008 and Boots joins the campaign for four weeks from late October **.

Pampers Brand Manager, Usama AlQassab, commented, *"The Pampers-UNICEF campaign is now in its third year in the UK, and year-on-year we have increased the target of the number of vaccines we want to raise. Matched contributions, such as the campaign Boots are committing to, are a critical factor for us to reach this year's target of 32 million vaccines"*.

UNICEF UK spokesperson Mayaz Rahman said: *"It is unacceptable that maternal and newborn tetanus still claim approximately 170,000 lives every year, even though they are easily preventable diseases. Our partnership with Pampers is invaluable in helping us to support countries in eliminating maternal and newborn tetanus by 2012, and we are delighted that Boots will be adding its support to the initiative for four weeks."*

UNICEF UK - registered charity number 1072612 - 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, good 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

Boots is the UK's leading retailer of beauty and health products, including [baby products](#), with thousands of products from prestigious brands.

Boots

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Notes to editors:

* UNICEF and the World Health Organisation (WHO) believe that the elimination of maternal and newborn tetanus could be achieved by 2012.

** Boots involvement in the campaign runs for four weeks from 22nd October 2008. For every special pack purchased in Boots between 22/10/08 and 18/11/08, Procter & Gamble and Boots will both donate 3.5p to UNICEF UK which will enable UNICEF to purchase, for example, 2 tetanus vaccines.

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