

Continental Outdoor Media supports malaria campaign with football stars

To help fight malaria, Continental Outdoor Media has joined forces with the United Against Malaria (UAM) campaign to use the popularity and power of football to raise awareness of the prevention and treatment of malaria.



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This January and February, Continental Outdoor Media donated in-kind advertising space for the UAM campaign in Angola, Botswana, Mozambique, Uganda, Tanzania, Swaziland, Zambia, Malawi and South Africa. The campaign features Africa's most well-known football stars, including Didier Drogba, Samuel Eto'o and Steven Pienaar, with malaria messages reminding people to use a mosquito net every night to prevent malaria and seek malaria treatment at the first signs of fever.

"We are proud to be a part of this important communications campaign to help end deaths in Africa from malaria and use our core capacity as advertisers to get the message out," says Adelaide McKelvey, MD (Rest of Africa) from Continental Outdoor Media. "This is a critical moment for the African continent. Much progress has been made in the fight against malaria already and, as a proudly African company, we want to be a part of this success."

"We are very thankful for the support of Continental Outdoor Media in helping to bring these life-saving messages to the at-risk African public," says David Kyne, UAM campaign manager. "It's been a pleasure working with a media company as prolific and engaged as this and we look forward to continuing our partnership in the fight against malaria."

"The company's sponsorship of this campaign continues its ongoing CSI initiatives. The company recognises that its corporate responsibility is to minimise the potential for causing harm to the environment in all aspects of its activities by striving to build a 'good' brand based on sustainable business practices and improve environmental stewardship," concludes McKelvey.

Malaria causes 174 million illnesses and nearly 600 000 deaths in Africa every year. For more, go to www.UnitedAgainstMalaria.org.

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