For Information:

Your Name

Your Email Address

Your Telephone Number

For Immediate Release + PHOTO

**Rotary Club of Your Town Displays Polio Iron Lung on Display Date**

 YOUR TOWN, Ill., Today’s Date – The Rotary Club of Your Town will portray polio’s terrible effects and global devastation by displaying a real iron lung, used widely in America in the 1940s and 1950s to keep many victims alive. It will be open to the public from display times at display location or address, in Your Town. Neighbors are encouraged to view it, read background and ask questions.

 Polio was the most widely feared disease in America and other nations in the mid-twentieth century. Hundreds of thousands of children were killed or crippled across 125 nations every year and American parents panicked over ways to protect their youngsters. Relief only came with invention of the Salk and Sabin vaccines, where near-universal immunization eventually slashed the number of victims and helped eradicate the disease from the Americas in 1994. Similar efforts worldwide have cut the number of wild polio virus cases to only 12 this year in Pakistan and Afghanistan.

 This worldwide public health campaign was developed by Rotary International, whose members brought vaccines to many nations and personally contributed over $1.7 billion over the decades. Rotary has since been joined by the World Health Organization, UNICEF, U.S. Centers for Disease Control, the Bill & Melinda Gates Organization and local countries. Together, they mobilized global support, immunized 2.5 billion children and brought polio to the brink of eradication. Massive efforts today are hoping to totally end the polio scourge.

 The Rotary Club of Your Town recognizes that polio has not been completely wiped out and transmission can still happen via a disease carrier flying here from an affected region. Rotarians wanted to portray the terrible history, vast successes since the 1950s and how individuals today can support and even contribute to total global polio eradication.

 Visitors to the Polio Iron Lung exhibit in Your Town are very welcome. The Rotary Club of Your Town meets time day at location for breakfast/lunch/dinner, camaraderie and a speaker. For information, check the Rotary Club of Your Town Facebook page or website address.

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Caption: Iron lungs were used widely in America and other countries decades ago to keep many polio victims alive. The Rotary Club of Your Town brings a real iron lung here to educate neighbors on this terrible disease and our massive progress toward global eradication.

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Subject: Clubs Displaying the RILEE Rotary Iron Lung

From: Richard Brill, District 6440 Public Image Advisor

To: Club Presidents and Club Public Image Chairs

Date: July 30, 2018

Thanks for working with our District Governor Elect, Suzanne Gibson, to bring the RILEE Polio Iron Lung Exhibit to your community. To help publicize that display, we offer a template press kit for you to localize and distribute. It can inform hundreds, thousands or even tens of thousands of neighbors to the RILEE Polio Iron Lung exhibit and the fine work your Rotary club and Rotary International does.

Following is a template news release. Please retype it by inserting your own club’s information wherever you see an underline – make sure to delete the underline itself. If you want to localize it further for your club’s situation, feel free.

Make sure the attached RILEE Iron Lung Display photo is part of this press kit.

About three or four weeks before your display date or meeting date, email the news release and photo to the editor of your town’s daily and weekly print newspapers, and to any local online newspaper like the Patch. And post them on your club’s Facebook page, website and club weekly newsletter.

If you have questions, contact me at richard.brill.rotary@gmail.com.

Thanks for hosting this exhibit and helping to publicize it.

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