

## FOR IMMEDIATE RELEASE

### Newbury Pupils Turn Purple for the day

*Park House School and Falkland Primary School were awash with purple on Friday 28<sup>th</sup> March in aid of the End Polio Now global campaign to eradicate Polio.*

#### **Newbury, Berkshire England, March 31, 2014 :**

The pupils and staff at Park House School and Falkland Primary School shed their normal school clothes and donned purple bow-ties, T-shirts, socks and dresses to raise awareness and funds for Rotary International's End Polio Now global campaign to eradicate Polio by 2018. Purple Clothes Day events are organized and sponsored by the Newbury Rotary Club.

As well as having lots of fun decorating their classrooms in purple and completing purple finger-paintings the children held competitions and purple cake bake stalls to boost their fundraising, resulting in over £1250 being donated by the schools' staff and pupils to the Polio charity.

The £1250 raised for End polio Now will be matched 2:1 by the Bill and Melinda Gates Foundation and will mean that the fun day in purple can purchase Polio vaccine for 15,000 children.

Although the last case of Polio reported in the UK was in 1983, Polio is easily transported across borders. The recent outbreak of the disease in Syria in January was testament to this. Syria had been Polio Free for over 10 years until it arrived back from Pakistan which is one of the last three countries, along with Nigeria and Afghanistan, where the wild Polio virus persists. India was officially declared Polio Free earlier this month following an intense National Immunisation Programme over a period of several years.

“What a great result! And what a fun way for our students to learn about the campaign against Polio,” said Derek People, Headteacher of Park House School. “ Newbury Rotary Club have supported us all the way, providing educational talks and fundraising materials. The enthusiasm of our staff together with the engagement of our senior students created an enjoyable and informative event.”

While Fiona Henderson, Headteacher, Falkland Primary School added, “The children loved dressing in purple and the visit of Newbie Rotary Bear dressed in his purple End Polio Now shirt rounded the day off on a high. ”

Donations can still be made by texting “ NPOL10 £2 ” to 70070 or visit [www.newburyrotary.org](http://www.newburyrotary.org)

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**About Newbury Rotary Club** [www.newburyrotary.org](http://www.newburyrotary.org)

Twitter: @newburyrotary

Rotary's main objective is service in the community, in the workplace, and around the globe. There are 1.2 million Rotarians who make up more than 34,000 Rotary clubs in nearly every country in the world who all share a dedication to the ideal of Service Above Self. The Rotary Club of Newbury is one of those clubs.

The Rotary Club of Newbury is one of 1,850 clubs within *Rotary International in Great Britain and Ireland* (RIBI) which has in total over 53,000 members. It in turn, is an integral part of Rotary International, the world's first service organisation.

In local communities alone, each club raises many thousands of pounds for community projects and local charities. Members also volunteer their time - supervising community events, running a host of projects aimed at promoting the achievements of young people, coordinating educational programmes, and supporting local businesses.

**About End Polio Now** [www.endpolionow.org](http://www.endpolionow.org)

End Polio Now is a global campaign to eradicate Polio. Started by Rotary International in 1985, 2.5 billion children have been vaccinated and Polio incidence has been reduced by 99%. Just three countries remain endemic: Pakistan, Afghanistan and Nigeria. India has celebrated this January its 3<sup>rd</sup> successive year Polio-Free. But while Polio persists anywhere, children everywhere will continue to be at risk.

Purple has become a symbolic colour for the Global Polio Eradication programme as the children have their finger inked purple immediately after they have been vaccinated.

In 2013 The Bill and Melinda Gates Foundation pledged to triple any funding raised by Rotary International for End Polio Now.

**About Park House School** [www.parkhouseschool.org](http://www.parkhouseschool.org)

Park House is a secondary School and Sixth Form of 1,000 students ranging from 11 to 18 years of age. Consistently performing in the top 15% nationally for A Level and AS Level results, the School is the Centre of Excellence for Teaching Computer Science for the South of England. Holding Academy status enables Park House to enjoy the freedom to receive independent investment to offer students more opportunities. In 2012 Park House was the only academic institution to be awarded the 'Inspired By 2012' Mark by the Cabinet Office. You can learn more about Park House School at

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Photo 1:

Purple pupils at Falkland Primary School finger-painting for End Polio Now. Their purple inked fingers remind them that children across the world need polio vaccine.



Photo 2:

Newbie Rotary Bear in a sea of purple at Falkland Primary School.

Photo 3:

High-fiving in Falkland PS assembly:



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Photo 4:  
Park House School pupils accessorized in purple and in full fundraising mode for End Polio Now .



Photo 5: Park House School

Photo 6:  
Park House School Headteacher, Mr Derek Peuple (front right) with Will Job, President of Newbury Rotary Club and Newbie Rotary Bear.

