

## FOR IMMEDIATE RELEASE

### Park House School and Falkland Primary School Turn Purple for the Day

*On March 28<sup>th</sup>, the pupils of Park House School and Falkland Primary School will be shedding their uniform and wearing something purple in aid of Rotary's End Polio Now global campaign.*

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

The colour purple has become symbolic of the Global Vaccination Campaign to eradicate Polio and pupils at Park House School and their neighbour, Falkland Primary School, will be dressing in purple, eating purple cakes and doing all things purple on March 28<sup>th</sup> as part of an awareness and fund-raising day for End Polio Now.

The Purple Clothes Day events are organized and sponsored by Newbury Rotary Club who are focusing on raising funds for End Polio Now, the Rotary International sponsored global campaign to eradicate Polio by 2018.

Most of us think that Polio is a disease from the past, something that our grandparents survived, or as an interesting side-line story from Call the Midwife. But it is all too real. Granted the last case of Polio reported in the UK was in 1983, but Polio is easily transported across borders. The recent outbreak in Syria was testament to this. They had been Polio Free for over 10 years until it arrived from Pakistan, one of the last three countries, along with Nigeria and Afghanistan, where the wild Polio virus persists.

“We are all looking forward to becoming ‘Purple House School ‘ for the day,” stated Derek Peale, Headteacher of Park House School. “ Some of our great Paralympians, like Ade Adepitan, were victims of Polio. But they were fortunate, they have survived and thrived and are an inspiration to all our young people. Thanks to Newbury Rotary Club, we are delighted and proud to be supporting this great cause. The day will be educational, enlightening and thought provoking as well as good fun.”

While Fiona Henderson, Headteacher, Falkland Primary School added, “Falkland Primary School are delighted to be turning purple to make sure that polio becomes a disease of the past.”

Every £1 raised by the pupils of Park House School and Falkland Primary School will be tripled by the Bill and Melinda Gates Foundation and each pound donated would mean the full vaccination of 12 children. There are 120 million children to be vaccinated across the Middle East to halt Polio in its track and stop it spreading out from Syria.

Donations can also be made by texting “ NPOL10 £2 ” to 70070.

END

**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**

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.

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

[www.endpolionow.org](http://www.endpolionow.org)

## **About Park House School**

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 [www.parkhouseschool.org](http://www.parkhouseschool.org)

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## **Newbury Rotary Club Press Contact:**

Chris Bartlam,  
49 Laylands Green  
Kintbury  
Hungerford  
Berks RG17 9UB  
Tel: 01488 658540 Email: [press@newburyrotary.org](mailto:press@newburyrotary.org)



Derek Peale with Jenny Abbott (Newbury Rotary) and Val Howard (Community Manager, Park House School) planning to turn Park House School purple for End Polio Now.