

RX FOR SURVIVAL



A GLOBAL HEALTH CHALLENGE

TM

Premieres November 1–3, 2005

Global health coverage will be
featured by *Rx for Survival* partners
TIME Magazine
NPR
The Penguin Press

FOR IMMEDIATE RELEASE

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Rx for Survival Web Site Examines the Challenges and Successes of Global Health and How Individuals Can Help

Site extends depth and reach of *Rx for Survival* series and *Rx for Child Survival* campaign

pbs.org/rxforsurvival

Rx for Survival— A Global Health Challenge is a pioneering multimedia project that explores the current global health crisis and the solutions that promise to make our borderless society a healthier place. At the center of the project is a compelling six-hour documentary series premiering on PBS, November 1–3, co-produced by the award-winning team of the WGBH/NOVA Science Unit and Vulcan Productions. *Rx for Survival* will be extended by a wealth of companion elements from major media partners, including TIME magazine, NPR, The Penguin Press, and an expanded Web site on pbs.org.

In addition, the WGBH Educational Foundation and Vulcan Productions have created *Rx for Child Survival*, a campaign to raise awareness about global health and child survival issues and encourage Americans to speak out, volunteer time and energy, and donate money to programs that give the world's most vulnerable children a fighting chance at life.

The *Rx for Survival* Web site at **pbs.org/rxforsurvival** offers users the chance to learn more about global health and become involved in efforts to improve the health of people around the world. The site will continue to grow in breadth and depth through the premiere of the documentary series in November 2005.

Visitors to the *Rx for Survival* site can:

- Explore a detailed overview of the *Rx for Survival* project: the documentary series, the many media partners and the *Rx for Child Survival* campaign.
- Learn what it is like on the frontlines of global health from personal accounts posted by producers and healthcare workers from around the world in ongoing Dispatches from the Field.

(more)

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A co-production of the
WGBH/NOVA Science Unit
and
Vulcan Productions, Inc.

WGBH
PRODUCTIONS
vulcan

Major funding provided by
Bill & Melinda Gates
Foundation and
The Merck Company
Foundation

BILL & MELINDA
GATES foundation
MERCK

pbs.org/rxforsurvival

- Ensure that children in need receive basic health interventions by following links to make a secure donation to the *Rx for Child Survival* campaign, facilitated by our international fulfillment partners CARE and Save the Children.
- Get involved on both local and global levels and find the ideas and tools you need to do so.
- Follow links to our partners' sites to learn how to speak out among friends and neighbors, write to the media and contact your elected officials.
- Celebrate health with the Global Health calendar—a list of important dates related to the campaign, to local and national campaign events, and to world health in general.
- Subscribe to the *Rx for Survival* e-mail newsletter or browse previous issues in the archive.
- Send an e-postcard emphasizing the importance of global health issues and encouraging others to get involved.

Rx for Survival content features will expand this fall to include:

- Video clips from the series
- An atlas that illuminates key factors influencing global health around the world
- Profiles of men and women who have profoundly changed global health outcomes and saved lives in many parts of the world
- Brief biographical portraits of humanity's most feared diseases, including tuberculosis, influenza, polio and AIDS
- The politics of global health
- An opportunity to submit questions to a panel of global health experts, whose responses will be posted to the site in both text and audio. Questions will be accepted for approximately one week beginning with the *Rx for Survival* premiere, November 1, 2005
- An online Teacher Guide to enhance the teaching and understanding of global health in high school science and social studies classes, including lesson plans, student sheets, supplemental resources and correlations to national science and social studies standards

Major funding for *Rx for Survival—Global Health Challenge* is provided by the Bill & Melinda Gates Foundation and The Merck Company Foundation.

WGBH/NOVA Science Unit

WGBH Boston is America's preeminent public broadcasting producer, the source of fully one-third of PBS' prime-time lineup, along with some of public television's best-known lifestyle and children's programs and many public radio favorites. One of its premiere programs, NOVA, is a production of the WGBH/NOVA Science Unit. Now in its 32nd year of broadcasting, NOVA is the most popular science series on American television and is seen in more than 100 countries. It is also one of television's most acclaimed series, having won every major television award, most of them many times over. NOVA's programs are used extensively in classrooms around the country and the NOVA Web site is consistently the most trafficked on pbs.org.

In 1998, the National Science Board of the National Science Foundation awarded NOVA its first-ever Public Service Award. NOVA has won every major broadcasting award, including the Emmy, the Peabody, the AAAS Westinghouse Science Journalism Award, and the Alfred I. duPont-Columbia University Gold Baton. For more information on WGBH and NOVA, respectively, visit wgbh.org and pbs.org/nova.

Vulcan Productions

Vulcan Productions is the independent film production company founded by investor and philanthropist Paul G. Allen in 1997. Vulcan Productions devotes itself exclusively to producing independent films of unique vision and artistic quality. With feature film projects such as *Hard Candy*, *Far From Heaven*, *The Safety of Objects*, and award-winning documentaries such as Martin Scorsese's *The Blues*, *Evolution*, *Black Sky: The Race for Space* and *Black Sky: Winning The X-Prize*, the company commits its talent and resources to creating films of substance and enduring significance. Through its collaborative partnerships with established and emerging filmmakers, Vulcan Productions explores creative opportunities that result in engaging and inspirational storytelling. Visit Vulcan Productions online at vulcanproductions.com.