

**From:** International Zinc Association  
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**December 16, 2011**



**'Zinc Saves Kids' Recipient of 2011 ACN Humanitarian Award**

On November 22nd, the 'Zinc Saves Kids' initiative was awarded the annual Humanitarian Award from the American College of Nutrition. Dr. Ananda S. Prasad, Professor of Medicine at Wayne State University, Detroit, USA, who was one of the pioneers of zinc deficiency work presented the award to UNICEF and IZA. He noted: "The American College of Nutrition Humanitarian Award acknowledges an individual or organization who has worked selflessly and effectively in the broader field of nutrition to benefit humanity. The 'Zinc Saves Kids' initiative is not only a milestone in child health and survival, but is also a high profile, public forum in which to showcase the essential role zinc plays in child development and subsequently, healthy, productive adults. We hope that this year's Humanitarian Award will be a tribute to their efforts and also encourage more people and organizations to follow in their footsteps. Due to my own role in the field of zinc research, it is a special honor for me to be involved in conferring the ACN Humanitarian Award to a group that is helping implement many of the steps suggested by the research on zinc."



Stephen Wilkinson with the ACN Humanitarian Award

[Click here](#) to read the Press Release

Zinc\_Saves\_Kids to stay updated on all developments in 'Zinc Saves Kids'



Become a Fan of 'Zinc Saves Kids' on Facebook

Receive updates on the 'Zinc Saves Kids' initiative, and information how you can contribute and make a difference. The 'Zinc Saves Kids' group on Facebook is public, so invite your friends and acquaintances to become members.



Show Your Support of Zinc Saves Kids'

IZA member companies and others supporting 'Zinc Saves Kids'. are invited to place the 'Zinc Saves Kids' banner on their website and install a hyperlink to the 'Zinc Saves Kids'. website.

Please contact us to obtain a copy of the banner:  
[ZincSavesKids@zinc.org](mailto:ZincSavesKids@zinc.org)

## Wiegel Group makes a generous Christmas gift to 'Zinc Saves Kids'

For the second consecutive year the German galvanizing group Wiegel has contributed US\$ 30,000 to the 'Zinc Saves Kids' initiative. "Wiegel Group has long been committed to social responsibility and we are happy to continue supporting the 'Zinc Saves Kids' initiative which in partnership with UNICEF pleads for such an important cause as saving the lives of thousands of children," explained Alexander Hofmann, Head of Wiegel's Advisory Board. "The management and staff of Wiegel Group is proud to help improve the survival chances of malnourished children in developing countries." IZA congratulates Wiegel Group to their outstanding social commitment.

Wiegel Group, founded in 1950, is one of the leading European companies active in hot-dip galvanizing; power coating or wet coating; and lattice mast construction. The group has 30 plants in Germany, Austria, the Czech Republic and the Slovak Republic and Turkey.



Alexander Hofmann presents check to 'Zinc Saves Kids' (photo: Wiegel Group)



## IZA's Special Thanks to 2011 Contributors to Zinc Saves Kids

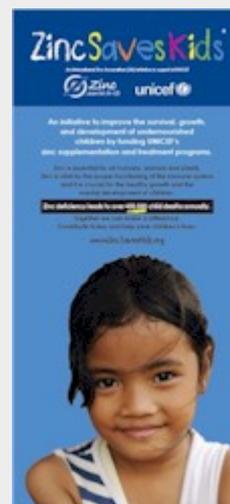
IZA would like to extend a special thanks to companies and individuals who have supported 'Zinc Saves Kids' in 2011. With your help UNICEF/'Zinc Saves Kids' has been able to make excellent progress in expanding comprehensive micronutrient and diarrhea treatment programs to children in need in Nepal and Peru. [Click here](#) to read more about the work.

## Save a Child's Life - Support Zinc Saves Kids

There are several ways you can support 'Zinc Saves Kids'.

You can raise awareness of 'Zinc Saves Kids' by posting the 'Zinc Saves Kids' banner with a hyperlink to the 'Zinc Saves Kids' website on your company's homepage. You can also promote 'Zinc Saves Kids' to the public through your existing media contacts. A 'Zinc Saves Kids' media kit is available.

There are several activities that you can hold in your company which would make your employees interested in 'Zinc Saves Kids'. UNICEF-approved communication materials are offered at no cost. Materials are available in English, Chinese, Czech, Dutch, Finnish, French, German, Italian, Japanese,



Korean, Norwegian, Portuguese, Spanish, Swedish and Turkish. Materials include:

- Website [www.zincsavekids.org](http://www.zincsavekids.org) with information on the initiative, the projects in Nepal and Peru, zinc's importance for human health, donation and fundraising information
- Video on 'Zinc Saves Kids' in Nepal and Peru available on [www.zincsavekids.org](http://www.zincsavekids.org)
- Leaflet highlighting the initiative
- PowerPoint presentation
- Exhibit Banners and Posters
- E-Banner: The banner may be placed on your company's website with a hyperlink to [www.zincsavekids.org](http://www.zincsavekids.org). It may also be used to create personalized communication materials or promotional items.
- Fundraising kit with ideas to get started
- Media kit providing a template for a press release
- Newsletter with regular updates on the UNICEF projects we support in Nepal and Peru; activities of companies in support of 'Zinc Saves Kids'; and news in relation to the initiative

To support 'Zinc Saves Kids' please visit [www.zincsavekids.org](http://www.zincsavekids.org) or contact us at [ZincSavesKids@zinc.org](mailto:ZincSavesKids@zinc.org). Together we can make a difference.



We wish you an enjoyable holiday season and a happy and healthy 2012.

Zinc Saves Kids is a registered trademark of the International Zinc Association.

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