

From: International Zinc Association
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[Make a gift to 'Zinc Saves Kids'](#)

Help making 'Zinc Saves Kids' a success. Go to www.zincsavekids.org, click on the donate button and make a gift. Personal gifts can be made online with a credit card via Paypal. For corporate contributions please contact zsk-donations@zinc.org for payment procedure.

February 10, 2012

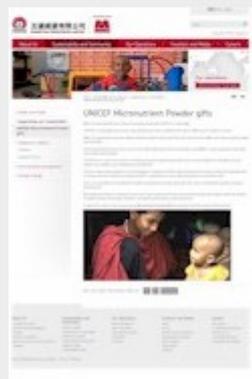
MMG supports 'Zinc Saves Kids'

In December 2011, Minerals and Metals Group (MMG) supported 'Zinc Saves Kids' through UNICEF's Christmas Inspired Gifts; an annual gift-giving promotion run by UNICEF Australia.

In 2010, 16.7 million unwanted gifts were given during the Christmas period in Australia. With unwanted gifts worth an average of A\$64, Australians spent approximately A\$500 million over Christmas – an amount that could provide therapeutic feeding to over 913,242 children for a year. With that in mind, UNICEF Australia launched a Christmas campaign in 2011 encouraging all Australians to end the senseless spending and purchase a UNICEF Inspired Gift instead.

As part of this campaign, MMG committed to match dollar for dollar every UNICEF Micronutrient Powder sold through UNICEF's Christmas Inspired Gifts. The campaign was promoted through the UNICEF Australia's website and its monthly newsletter which was sent to 80,000 UNICEF Australia donors. MMG in turn supported the promotion through its website and internally through the company intranet.

Close to 500 Micronutrient Powder packs were purchased, equal to about A\$8,000 – an amount that MMG has matched. Thus, MMG contributed a total of almost A\$16,000 to 'Zinc Saves Kids'.





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



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.

MMG will continue to support 'Zinc Saves Kids' through UNICEF's Inspired Gifts program in 2012. "MMG is a key supporter of the 'Zinc Saves Kids' program," said Andrew Michelmore, CEO of MMG and Chairman of IZA. "Zinc is critical to human health, crop nutrition and sustainable development."

MMG is a global resources company that mines, explores and develops base metal projects in Australia and around the world. The company is headquartered in Melbourne, Australia.

For more information on MMG's support to Zinc Saves Kids, please [click here](#)

In the Footsteps of 'Zinc Saves Kids'

Inspired by the success of 'Zinc Saves Kids', Zinc Industrias Nacionales SA (ZINSA), a Peruvian producer of zinc oxide and other zinc products, launched a program providing one can of zinc fortified evaporated milk daily to their workers' children aged one to three years. One can of zinc-fortified evaporated milk is equivalent to four glasses of milk. 100 grams of this milk contain 1 mg of zinc, ensuring 20% of the children's daily zinc requirement. The milk is also fortified with other vitamins such as Vitamin A and D.



"This is a great program by the company and I'm very happy that I don't have to worry about having enough money to ensure that my child is getting his zinc requirements every day," said one of the employees in the company.

ZINSA is very pleased to improve the zinc and vitamin intake of their workers' young children enabling them to grow and develop to their full potential.

Legal Support to 'Zinc Saves Kids'



IZA's legal counsel, Cleary Gottlieb Steen & Hamilton, has donated € 20,000 worth of services. "Our firm strongly supports 'Zinc Saves Kids'," said Jacques Reding, Cleary Gottlieb Steen & Hamilton. "We are delighted to be able to support its objectives."

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

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