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Vol. 2, Issue 1, January 2011

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Get Involved!

Visit www.ZincSavesKids.org for more details on the Zinc Saves Kids initiative; the vast scope of the zinc-deficiency problem and ways we can work together to end this preventable tragedy.

Persons or corporations wishing to become more involved are encouraged to download the fundraising and media kit. Exhibit banners and color brochures to support fundraising efforts are also available. They are available in English and several other languages including, Chinese, Czech, Dutch, Finnish, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish and Turkish. To request copies of the printed materials, please send an email to zincsavekids@zinc.org.



Lights, Camera, Action: Horsehead Corporation donates “Unstoppable” proceeds to Zinc Saves Kids

“Unstoppable”, released in November 2010, is an American action thriller directed by Tony Scott (whose credits include Top Gun and Beverly Hills Cop II) and stars Denzel Washington and Chris Pine. The film tells the story of an unmanned runaway train that heads towards a town threatening to cause a disaster. In a race against time, a veteran engineer and a young conductor attempt to bring this train under control before it derails.

Several scenes of the movie were filmed at Horsehead’s zinc production facility in Monaca, Pennsylvania, USA. For allowing access to its facility for filming, Horsehead was paid US\$ 60,000 which it in turn directly donated to Zinc Saves Kids. “It was exciting for the company to experience a slice of Hollywood at our facility. But it makes it extra special to know that we were able to use this opportunity to help save children who are dying from zinc deficiency,” said Ali Alavi, Vice President - Corporate Administration, General Counsel and Secretary at Horsehead.

Horsehead Corporation is a leading zinc producer and a leading recycler of electric arc furnace (EAF) dust. The company has seven plants across the United States.



Link to our Website

Show support to the Zinc Saves Kids initiative by downloading the banner of the campaign onto your company's website. Banner [available here](#).



Facebook and Podcasts

Soon to come is a dedicated Zinc Saves Kids Facebook page and a short Podcast video. So watch this space!



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Other unique fundraising activities in support of Zinc Saves Kids

In anticipation that the agreement with UNICEF would be signed, the **European General Galvanizers Association (EGGA)** pioneered the fundraising for Zinc Saves Kids. At their Intergalva conference held in Madrid during June 2009, delegates raised € 4,000. Murray Cook, Director of EGGA, said, "The galvanizing industry is proud to be the first zinc-using sector making a donation to Zinc Saves Kids. It is good to know that this donation will help solve one of the world's most pressing problems." The cheque was recently presented to Zinc Saves Kids by EGGA President Manuel Salvadores (Spain).



Manuel Salvadores, President, EGGA, presenting cheque for Zinc Saves Kids to Berit Wirths, IZA

Wedge Group Galvanizing took up the challenge to raise funds for Zinc Saves Kids encouraging their 14 plants across the UK to get involved. The most creative ideas included a waxing session organized in cooperation with a local hair and beauty shop which donated its services free of charge; a weight loss challenge undertaken by a staff member; a charity event held with a local music club which donated its services; and the sponsorship of an abseiling action from great height. Lately a team from Wedge Group took up a competitive 2.5 hour go-karting challenge in support of Zinc Saves Kids, and instead of giving their customers Christmas gifts, one plant made a donation to Zinc Saves Kids. With their activities Wedge Group has raised more than GBP 4,000, and the staff has also enjoyed themselves in the process. "Zinc is obviously vital to our business as galvanizers, and we felt the Zinc Saves Kids initiative was an excellent way for us to raise awareness of zinc and show its importance in everyday life," said Jeremy Woolridge, Chairman and Managing Director of B.E. Wedge Holdings.



An additional US\$ 25,000 was raised during a series of occasions involving industry staff including:

A raffle for cash prizes or a two-night stay donated by the Westin Kierland Hotel with the proceeds going to Zinc Saves Kids was held at the **19th International Zinc Conference and the 2010 Zinc Oxide Industry Conference**, held in Arizona, USA in February 2010. Thanks to the attendees' support and the generosity of the conference speakers as well as the winners, two of who re-donated their prize winning and one of who topped off his winnings.

At the **9th Zinc College** in May 2010 a raffle for cash prizes was organized, and a donation was made in the name of every speaker. Zinc College 2010 involved a record participation of more than 100 zinc industry representatives from all over the world and 23 high-calibre speakers.

In September 2010, **Umicore** put Zinc Saves Kids on the agenda of their Sales Agent meeting and raised funds.

Also in September 2010, a raffle was held at the occasion of the second **International Zinc Die Casting Conference** themed "Design for the Future".

In October 2010, the organizers of the **Lead Zinc 2010** conference held in Vancouver invited IZA to hold a raffle for Zinc Saves Kids.

At their Annual Conference in fall 2010 the **Czech Galvanizers Association** gave a passionate presentation on Zinc Saves Kids and raised a substantial amount from participants.

In November 2010, a fundraising event was held at the **8th Asia Pacific General Galvanizers Conference** in Taipei, Taiwan.

In December 2010, the **Barbara-Kolloquium**, a die casting conference organized by the Technical University, Aalen, Germany raised funds for Zinc Saves Kids by selling toy cars made of zinc die castings to the 180 participants.

The staff of **Zinktechnik AB** based in Sweden, who have a tradition of making a Christmas donation to some charity, decided to support Zinc Saves Kids.



Thanks to all of the above for their fantastic support!

If you want to support Zinc Saves Kids please visit www.zincsavekids.org or contact us at ZincSavesKids@zinc.org. Together we can make a difference.

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