

From: International Zinc Association
Sent: jeudi 7 octobre 2010
To:
Subject: IZA's Zinc Saves Kids Initiative Highlighted to German Members of Parliament

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Vol. 2, October, 2010

IZA's Zinc Saves Kids initiative in support of UNICEF highlighted to German Members of Parliament

About 55 Members of the German Parliament and over 200 metals industry executives met to discuss the innovative use of metals in the modern world. The event was organized by the German association of the non-ferrous metals industry (Wirtschaftsvereinigung Metalle) and was held at the historic Tempelhof airport in Berlin on September 28, 2010.



Dr. Jürgen Heraeus, Chairman of UNICEF Germany, presented the Zinc Saves Kids initiative which was launched earlier this year by the International Zinc Association to improve the survival, growth and development of undernourished children by funding UNICEF's zinc supplementation programs around the world.

"Zinc is an essential trace element important for healthy development. Zinc helps develop intelligence and helps fight diarrhea. Two million children under five years of age die every year due to diarrhea; further 450,000 die of undernutrition or zinc deficiency. This can be prevented with small daily doses of zinc," said

Mr. Heraeus.



Dr. Heraeus being interviewed by Clarissa Ahlers, Journalist, NDR, during Berlin event, Sept. 28, 2010

In 2008, the Copenhagen Consensus, a panel of eight leading economists including five Nobel Laureates, ranked malnutrition in children as the most pressing challenge facing the world today and concluded that zinc and vitamin A would be the best investment the world could make for improvement. The gain in earning for each dollar spent was estimated to be USD \$17.

“The science is clear, it takes very little zinc to save a child’s life,” said Mr. Stephen Wilkinson, Executive Director of the International Zinc Association. “UNICEF is working on zinc and nutritional supplementation programs in over 150 countries worldwide. Zinc Saves Kids will help UNICEF to scale up their efforts and ensure that children are not dying from something as preventable as zinc deficiency.”

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