

Polio campaign

Setting the pace to end polio

More than 2,000 people converged at scenic Victoria Peak, Hong Kong, on 10 November 2002 to participate in the three-mile Walk for a Polio-Free World. The Rotary Club of Bayview Sunshine organized the event, which raised US\$50,000 for the polio eradication fundraising campaign from sponsors who pledged by the mile.

The event was one of the largest among the hundreds of fundraisers held so far this Rotary year to help end polio. In June 2002, Rotary International announced a one-year campaign to raise \$80 million in cash and commitments, which can be paid over three years.

The participants in the Hong Kong walk included 600 children under age 6 and their parents, Rotarians, government officials, religious leaders, recording and television artists, and members of the media. "We have been free from polio for a long time, but we need to let parents and their children know that this dreadful disease is still harming children elsewhere in the world," said Sophia Chan, club president and headmaster of the Ling Liang Church Kindergarten.

Backed by an orchestra, the kindergarten choir sang and danced to polio eradication songs written especially for the event. Volunteers distributed T-shirts, candies, toys, and other donated souvenirs at checkpoints during the walk.

PolioPlus National Advocacy Adviser

The Walk for a Polio-Free World raised US\$50,000.



Raymond Wong, who participated in the event, said the walk not only was fun but also involved every member of the club and raised awareness in the local and international communities. "Parents of past [Ling Liang kindergarten] graduates sent donations from as far [away] as Canada, and Rotarians in Taiwan and Japan responded to my call [for support]." — JESSICA M. CURRY

Message is sticking around

Three years ago, the Rotary Club of Del Mar, Calif., USA, decided that Rotary International needed more public recognition for its leadership in the Global Polio Eradication Initiative.

The club members produced a simple gold bumper sticker reading "Good-Bye Polio, Thanks Rotary" and emblazoned with the Rotary wheel. They sold the stickers at cost (\$0.25 plus shipping) to clubs and districts, which in turn sold them at a profit, with all funds going to fight polio.

Little did the club members know that 85,000 bumper stickers would eventually be printed and sold. They have

been spotted as far away as Tibet and Ghana. One member delivered 250 stickers to the Rotary Club of Asmara, Eritrea, during a National Immunization Day.

Clubs are ordering bumper stickers this year for the polio eradication fundraising campaign, charging as much as \$25 a sticker. For ordering information, contact Del Mar Rotarian Chuck Ayars, tel./ fax: (858) 792-7568; e-mail: ayarsco@utm.net.

**GOOD-BYE POLIO
THANKS ROTARY**

— J.M.C.

Racing toward eradication

Distance runners often claim to do their best thinking during long workouts, and Rotarians Donn Cottom and Joe Harding would agree. The 2002-03 polio eradication fundraising campaign is about to be several thousand dollars closer to its US\$80 million goal because of an idea that originated after the two runners bumped into each other along the boardwalk on California's Manhattan Beach one summer evening.

Cottom, a member of the Rotary Club of Vernon, Calif., was seven miles into

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