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**MALARIA NO MORE APPLAUDS UK COMMITMENT OF 20 MILLION  
ANTI-MALARIA BED NETS ANNOUNCED ON AMERICAN IDOL**

New York, NEW YORK— In a pre-taped appearance on *Idol Gives Back*, the *American Idol* charity special airing tonight on FOX at 7:30-10:00 PM ET/PT, British Prime Minister Gordon Brown pledges to provide 20 million bed nets to fight malaria in Africa.

Unprecedented collaboration by the UK government, *Idol Gives Back*, and Malaria No More set the stage for this generous commitment that serves as a call-to-action for the rest of the world.

Malaria No More was honored to be named a beneficiary of *Idol Gives Back* for the second year in a row and worked closely with former *Idol* stars, Academy Award-winning actor Forest Whitaker, and corporate sponsor Exxon Mobil to highlight the threat of malaria and how a simple bed net can protect against it.

Gordon Brown's involvement in the charity special helped to show Americans how the global community can take a stand together against the disease and end deaths from malaria.

"I applaud the United Kingdom's commitment to provide bed nets to Africans at risk of malaria and salute Gordon Brown's bold leadership in the fight against this treatable and preventable disease," said Peter Chernin, Chairman of Malaria No More. "This generous pledge will ensure that millions of African parents can protect their children from the deadly disease."

Global malaria leaders announced their support and appreciation in response to the United Kingdom's pledge. "The United Kingdom's commitment serves as an example to the rest of us—governments, corporations, individuals, all of us— of what we can do to end over a million deaths every year," said United Nations Special Envoy for Malaria Ray Chambers. "It's up to us to answer the challenge that Prime Minister Brown issued and do our part to cover every person in need with a much-needed bed net."

Malaria's devastating impact on Africa can hardly be overstated. The disease claims more than one million lives a year, mostly children and pregnant women in Africa. It costs the continent an estimated \$12 billion a year in lost productivity and health costs

Bed nets are an invaluable tool for fighting malaria, which kills 3,000 children every day. Getting bed nets to those who need them is a vital first step toward ending malaria deaths. The introduction of long-lasting insecticide-treated bed nets has succeeded in significantly reducing malaria incidence and death in African countries including Ethiopia and Rwanda in recent years

"The President of the United States, along with Britain's Prime Minister, has shown remarkable leadership in the arena of malaria control," said Dr. Awa Marie Coll-Seck, Executive Director of the Roll Back Malaria Partnership. "We call on the rest of the global community, especially G8 member countries meeting this July in Hokkaido, Japan, to join the battle against malaria and commit the resources needed to tackle malaria once and for all."

**About Malaria No More**

Malaria No More's mission is simple: to end deaths due to malaria. Malaria No More works to raise the profile of the disease among the public, policymakers, and businesses, while engaging the private sector to provide life-saving mosquito nets and other critical interventions to families in Africa. For more information please visit

[www.MalariaNoMore.org](http://www.MalariaNoMore.org).

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