

## 2 million kids receive malaria medicine



Ahead of World Malaria Day, Novartis and Malaria No More delivered 2 million pediatric antimalarials to Zambia provided through the Power of One campaign.

Apr 22, 2014

Ahead of World Malaria Day on April 25, 2 million pediatric antimalarials from Novartis arrived in Zambia as part of Malaria No More's Power of One campaign. The initial delivery included 1 million treatments donated by Novartis, matching 1 million treatments funded with public donations. Zambia is the first beneficiary country of the campaign, and Novartis is the exclusive treatment sponsor.

Our commitment to Power of One reflects our company's long-term efforts to control and ultimately eliminate malaria.

**Joseph Jimenez**, CEO of Novartis

Power of One is a global digital fundraising campaign that enables people around the world to help end child deaths from malaria, a preventable and treatable disease. Every dollar donated buys and delivers a full treatment course for a child with malaria. Novartis, through its [Malaria Initiative](#), pledged to match up to 1 million treatments funded by the public in 2014, doubling the impact of these donations.

The campaign, which launched in September 2013, uses social, mobile, and e-commerce technologies to enable the public to purchase malaria treatments for children in Zambia. Donors can share information with their social networks and encourage friends to join the fight.



Sponsoring the Power of One campaign is just the most recent way Novartis is fighting malaria. The Novartis Malaria Initiative is one of the largest access-to-medicine programs in the healthcare industry. Since 2001, working with a range of organizations, we have provided more than 600 million treatments, without profit, to more than 60 malaria-endemic countries. Of these, more than 200 million were treatments developed specifically for children – never before have so many pediatric treatments been distributed in such a short timeframe to children suffering from malaria.

**Resources:**

[Learn more about the Novartis Malaria Initiative](#)

[Donate to Power of One](#)

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