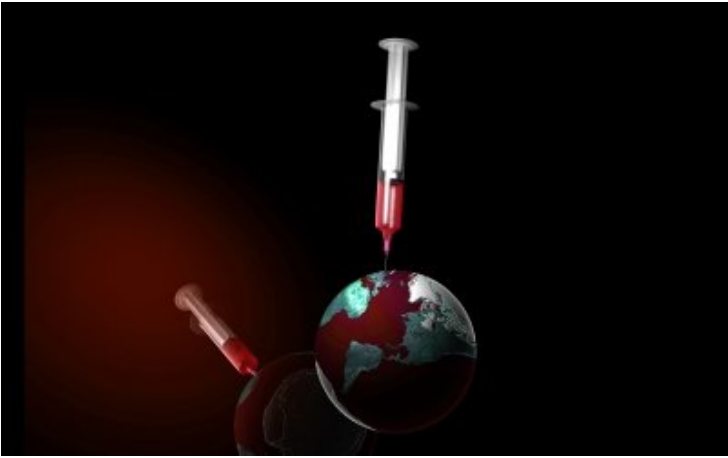


IVI promotes vaccine awareness through video

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Singapore: The International Vaccine Institute (IVI) broadcasted a new integrated video to promote awareness on vaccination across the world to combat deadly infectious diseases.

The International Vaccine Institute (IVI), Korea is said to be the world's only international organization devoted exclusively to developing and introducing new and improved vaccines to protect the world's poorest people, especially children in developing countries.

This would be the first global marketing attempt by the organization encouraging donations for its activities.

"The video depicted the importance of vaccination and how various chronic illnesses can be prevented easily through vaccination," said Dr Thomas F Wierzba, deputy director general of Vaccine Development and Delivery at IVI.

He also said that small donation by the public would help the organization to develop cutting edge research for formulating newer and cheaper vaccines for the public.