

Novartis follows Time Warner, Twitter to join malaria campaign

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Singapore: Novartis and Malaria No More, a leading global charity to end malaria deaths, are joining forces on the Power of One campaign to help close the treatment gap and accelerate progress in the fight against malaria. Over the next three years, Novartis will support the campaign financially and also donate up to three million full courses of its pediatric antimalarial drug to match the treatments donated by the public, doubling the impact of these donations.

"We believe that this innovative campaign will help speed malaria elimination," said Mr Joseph Jimenez, Novartis CEO. "Novartis has been striving towards this goal for more than a decade, and we just reached the milestone of providing 600 million treatments without profit to patients in malaria-endemic countries. No one should die from malaria today."

"The Power of One campaign challenges the global public to help close the global treatment gap for malaria. Every dollar raised will buy and deliver a full course of life-saving child treatment," said Mr Martin Edlund, CEO of Malaria No More. "We are delighted to be partnering with forward-thinking companies like Novartis to help end deaths from this disease-one dollar and one child at a time."

Novartis has joined the Power of One campaign with some of the world's most innovative companies, including Alere who will be providing malaria rapid diagnostic tests, along with Time Warner, Twitter and others. The campaign will use the latest social, mobile, and e-commerce technologies to rally the global public to contribute to the campaign.

"Malaria is a complex issue and needs a multi-pronged collaborative approach. We can't solve a problem like this on our own," said Mr Linus Igwemezie, head, Novartis Malaria Initiative. "Through partnerships, with organizations like Malaria No More, we can speed up progress toward the ultimate goal of malaria elimination."