



## **Budding artists in for a chance of winning £2,000 for their school in malaria awareness competition**

Summary:

Explorer and children's television presenter, Steve Backshall, is calling on children around the UK to help raise awareness of the deadly tropical disease malaria and win £2,000 for their school.

Main body:

Explorer and children's television presenter, Steve Backshall, is calling on children around the UK to help raise awareness of the deadly tropical disease [malaria](#) and win £2,000 for their school. Steve has joined forces with the Malaria Awareness Campaign to help educate local school children about the tropical disease, including anti malaria advice and facts about malaria prevention. He is inviting them to design an information-packed [safety sticker for Malaria Awareness Week](#) (12-18 May). The winning design will become this year's official campaign logo and the stickers will be sent to hundreds of GP surgeries around the country.

Having suffered from malaria himself, Steve is keen to raise awareness of this deadly tropical disease amongst the whole family: 'Every year, around 2,000 British travelers

return home with malaria so it's never been more important that [malaria travel health](#) education begins at a young age', said Steve.

'People tend to think that [malaria risk areas](#) only exist in the developing world, however, the dramatic increase in holidays to long haul destinations means that malaria has become an issue for British people', he added.

Campaign information letters are being sent to schools throughout the UK to encourage them to participate; however, interested school children and teachers are also invited to visit [www.malariahotspots.co.uk](http://www.malariahotspots.co.uk) or pick up a copy of the **April issue of National Geographic Kids** (available 12<sup>th</sup> March) to get involved. No purchase is necessary and anyone between the ages of 6 and 13 can submit an entry – even if their class isn't participating.

The deadline for entering is **18 April 2008**. Eleven regional finalists will then be selected and their designs uploaded to [www.malariahotspots.co.uk](http://www.malariahotspots.co.uk) where a public online vote will determine the overall winner. Voting will take place from 21<sup>st</sup> to 30<sup>th</sup> April and the winner will be announced on [www.malariahotspots.co.uk](http://www.malariahotspots.co.uk) and on the National Geographic Kids website [kids.geographic.com](http://kids.geographic.com) on **7<sup>th</sup> May**.

To celebrate their success, all 11 finalists will each win a customised trophy and £50 worth of book vouchers. The winning design will become the official logo for the 2008 Malaria Awareness Campaign and will be made into thousands of stickers, which will be distributed to GP surgeries throughout the country. The winning entrant's school will also receive a £2,000 grant from campaign sponsors, GlaxoSmithKline Travel Health.

**-Ends-**

**For more information, please contact Beattie Communications on behalf of GlaxoSmithKline:**

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**Notes to editors:**

- 1) Steve Backshall is a British naturalist, writer and television presenter, notably on CBBC's *The Really Wild Show*, National Geographic's *EarthPulse* and the Discovery/BBC *Expedition* series. He is also an

author with *Rough Guides*. Steve contracted malaria while travelling in the Southeast Asian island of Borneo.

- 2) Additional information including case studies and fact boxes are available if you are interested in running a malaria awareness feature.
- 3) The Malaria Awareness Campaign is sponsored by GlaxoSmithKline Travel Health and supported by a leading panel of healthcare professionals, the Foreign and Commonwealth Office and the Association of British Travel Agents (ABTA). The campaign aims to educate UK travellers about the risk of malaria and encourages them to seek expert medical advice before their journey.

