

CARE

"CARE is committed to using every tool at our disposal — including Plumpy'nut — to fight hunger..."

www.CARE.org

What's in a Name?

IF THE NAME IS "PLUMPY'NUT," IT'S HOPE FOR MALNOURISHED CHILDREN

In the hands of a relief organization like CARE, Plumpy'nut — the high-energy food with the whimsical-sounding name — can save hundreds of lives each year.

That's why Dr. Helene Gayle, president of CARE, has put out an urgent plea to all donors this week to send a gift to help fight severe malnutrition among children ages 5 and under.

"CARE is committed to using every tool at our disposal — including Plumpy'nut — to fight hunger among the world's poorest children," Dr. Gayle declared. "The effects of malnutrition can be reversed if we move quickly enough. That's why it's so important we act now."

Plumpy'nut, developed 10 years ago by a French nutritionist, is actually a combination of peanut paste, vegetable oil, milk powder and powdered sugar — enriched with vitamins and minerals.

Because it's high in calories, a child can get a lot of energy from a very small portion — which is so important because chronically hungry children often lose their appetite. Plumpy'nut is also rich in zinc (good for the immune system) and protein (important for muscle development).

By using products like Plumpy'nut and fortified milk mixtures, CARE is making real progress against childhood malnutrition.

But the need is urgent. In extremely poor countries, hunger is rampant and children are dying. In fact one child in five may die before his or her fifth birthday largely because of malnutrition.

CARE is committed to saving these children's lives. But beyond that, CARE wants them to continue to grow healthy and strong.



A malnourished boy names Aliya Tofik, 1-1/2 years old, is given Plumpy'nut by his mother Teyebe Abdusalem, in the Grawa health center in Ethiopia.

That's why once these children are out of immediate danger, CARE uses its resources to teach families about good nutrition and how to grow healthy, more productive crops.

For 65 years, CARE has been promoting innovative solutions to the many problems associated with chronic poverty. Today, CARE is still offering hope in a variety of ways, from providing women with economic opportunities and delivering relief in emergencies, to improving health care and making education more readily available, especially to girls.



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Dear Friend,

What comes in a tiny foil packet, contains a whopping 500 calories and is an amazing tool for saving hungry children's lives?

The answer is "Plumpy'nut," a revolutionary product that has already saved the lives of thousands of hungry children.

And could save millions more, with your help!

In extremely poor countries like Kenya and Ethiopia, CARE is using this amazing food product to treat undernourished children at our emergency feeding centers. Time after time, we've seen relief wash over mothers' faces — because this "miracle cure" has brought their child back from the brink of starvation. Here's how one nurse described what Plumpy'nut can do:

"When babies come in, they look like embryos. They're so small.
After taking Plumpy'nut, they look like real babies."

CARE can provide two weeks worth of Plumpy'nut for just \$27. That's \$27 to help reverse the effects of malnutrition and save a single child's life!

Think of how many lives you can save, just by helping CARE provide Plumpy'nut for malnourished babies. Won't you send a generous gift today?

And that's not all your gift will do. Your generosity may help provide a small business loan, nutritious food and even better health care which can empower women and improve entire communities!

Which means a brighter future for them and for their children, too!

It all starts with your gift that can provide poverty-fighting tools like Plumpy'nut.

Unlike powdered milk formulas, which have been used to treat severe malnutrition for years, Plumpy'nut comes ready to use. It doesn't need to be mixed with water, which is usually

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hard to get in famine-stricken areas. Nor does it need to be refrigerated, which is helpful because many of these areas have limited access to electricity.

Plumpy'nut helps with rapid weight gain, which makes a difference between life and death for a severely undernourished child. In one refugee camp in Africa it was fed to 30,000 hungry children — and it helped cut malnutrition rates in half!

Plumpy'nut is an important weapon in the fight against malnutrition. But it's only one weapon. We also teach new mothers the importance of breastfeeding their babies as long as possible. And encourage teachers to pass on nutrition and sanitation tips to their students.

The CARE programs you make possible help people living in poverty. But we take it a step further.

We focus on helping women and girls because we've found when you empower a woman, she shares the power with her family, her neighbors and her friends.

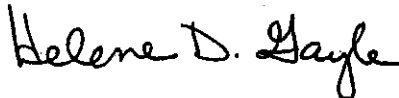
Around the world, women suffer more than their share of poverty and injustice. That's why CARE places special emphasis on working alongside women to create permanent change. When given the chance, women have the power to help their families — and whole communities — escape poverty.

And that's why you can help save lives in so many ways every time you give to CARE. Won't you send a gift today?

In the time it took you to read this one sentence, a child died from hunger. But malnutrition doesn't have to be a death sentence for these kids. Not when we can offer them Plumpy'nut and help them in so many other ways that can dramatically improve their health — and their futures.

Please rush your gift today. Every dollar will help us save innocent lives. Thank you.

Gratefully,



Helene D. Gayle, MD, MPH
President and CEO

P.S. I'm so excited about Plumpy'nut! It's almost like a miracle cure for hunger. Please send your gift today so we can get this and other poverty-fighting help to the children and families who need it most. Thank you!