

**SOURCE:** Business Week (NY,NY)  
**AUDIENCE:** 2,813,006 [provided by Nielsen//NetRatings]  
**DATE:** 08-02-2010  
**HEADLINE:** 'Deadliest Predator' Hits Outdoor Retailer Show

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**WHAT:**On August 3rd, the annual Outdoor Retailer Show will help support global health with an eye-opening malaria display, from humanitarian agency World Vision. The exhibit, called "Africa's Deadliest Predators," features the devastating consequences of the disease in the developing world, particularly for children, 2,000 of whom are killed each day. In partnership with **Insect Shield**, World Vision is urging attendees at this year's trade show to visit the exhibit and participate in a corporate cause campaign to end malaria. At the exhibit(booth #60080), visitors can donate to provide high-tech bed nets and **Insect Shield**-treated African cloth kangas to vulnerable women and children in malaria-endemic countries. Every \$10 donation provides one bed net and one kanga.

**WHEN:** August 3 – 6, 2010

Trade Show Hours:

Tuesday – Thursday: 9:00 a.m. – 6:00 p.m.

Friday: 9:00 a.m. – 3:00 p.m.

**WHERE:**Booth #60080

Salt Palace Convention Center (SPCC) a " 100 Southwest Temple, Salt Lake City, UTa 84101

**WHY:**With innovative retail promotions, brand partnerships, and cause marketing campaigns, End Malaria is a cause outdoor retail customers will care about. While the industry is focused on cutting-edge technology, performance, and protection, thousands of children die each day for lack of an inexpensive bed net. Malaria is the fourth-leading cause of death for children under 5 worldwide, yet it can be effectively and inexpensively prevented.

**STORY OPS:**

1. Speak with malaria and cause marketing experts, along with representatives from **Insect Shield**. 2. Talk to a representative about mosquito-themed POP promotions, product hangtags, co-branded products, event promotions, and more. 3. Cover the innovative exhibit, complete with live mosquitoes.

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About World Vision

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. For more information, please visit [www.worldvision.org/press](http://www.worldvision.org/press).

About **Insect Shield**

***Insect Shield*** (www.***insectshield***.com) introduced the first EPA–registered ***insect–repellent apparel***. ***Insect Shield*** technology has the potential to be an important tool in the battle against insect–borne diseases and improve the health of people worldwide. In partnership with a number of agencies and international relief organizations, ***Insect Shield*** technology is being used for ***apparel*** and other items to aid in protection against insects.

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***Highlights: Insect Shield, insectshield, insect–repellent, apparel, Clothing***