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NEWS

Posted on January 5, 2007

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Gates Foundation, NBA, VH1 Commit to 'Nothing But Nets' Campaign

Nothing But Nets, a campaign of the D.C.-based **United Nations Foundation**, has announced a challenge grant from the **Bill & Melinda Gates Foundation** and new commitments from the National Basketball Association and the VH1 television network.

To help fight malaria in Africa with insecticide-treated bed nets, the foundation will match up to \$3 million in individual contributions to the campaign, which will procure and distribute the nets through the United Nations-led **Measles Initiative**. VH1 will generate awareness of the campaign by creating and broadcasting a Nothing But Nets public service announcement airing on its stations and VH1.com. And the NBA will host more than twenty in-arena awareness nights at NBA and WNBA games during 2007. Other participants in the campaign include **AOL Black Voices**, the Rotarians' **Action Group on Malaria**, founding partner *Sports Illustrated*, and the **People of the United Methodist Church**.

"When people learn more about malaria and hear about Nothing But Nets, they are inspired to act," said Tom Calderone, executive vice president and general manager of VH1. "Together with all the partners, we're going to help broaden the reach of this campaign and highlight the work that is being done on the ground to help save the lives of children and families in Africa."

"Working Together to Fight Malaria in Africa." UN Foundation Press Release 1/04/07.

Primary Subject: Health
Secondary Subject(s): Athletics/Sports, International Affairs/Development
Location(s): Africa, International

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- [Aid Groups Struggle to Coordinate Disease-Fighting Campaigns in Africa \(1/01/07\)](#)
- [Gates Foundation Commits \\$83.5 Million to Fight Against Malaria \(12/13/06\)](#)
- [UN Foundation Commits to Leveraging Another \\$1 Billion for UN Causes \(10/12/06\)](#)

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