

Rotary and The Blues go Purple to back fight against Polio – 10th December 2009

Southend United, Insure and Go, and The Rotary Club of Southend on Sea have joined forces in the fight to help all children in the world and end polio for good.

And the Shrimpers Trust is joining this battle as no child is safe while polio exists. Polio is a crippling, and sometimes fatal, disease and still a very harrowing reality for children in parts of Africa and Asia and threatens children everywhere. It is highly virulent and only an air flight away from the UK.

The campaign to eradicate polio is also known as 'Purple Pinkie' because during mass vaccinations in the remaining endemic countries, any child receiving the life-saving vaccine is identified by having their finger dipped in purple dye.



On behalf of The Rotary Club of Southend-on-Sea and their President, Bryan Woodford, who is also Vice-Chairman of the Trust, the Shrimpers Trust are selling Purple wristbands embossed with the words "Rotary – End Polio Now – SUFC" for **£1** each.




These are available for purchase from the Trust Online shop by [clicking here](#), from the Trust Info Stand in the Shrimpers Bar on matchdays, from Rotary Clubs, the SUFC Ticket Office, in schools and in various places around the town.

Every penny raised will go to the campaign as both the Trust and Rotary are voluntary organisations.

The Blues match v Walsall FC on Saturday 9th January 2010 at 3pm, has been designated as an "End Polio Now" Family Day and 60 schools have already been invited to come to the match so their students can enjoy the fun and raise awareness for the campaign. Students at these schools will be able to receive a voucher which they can exchange at the SUFC Ticket Office and receive one adult ticket and one child ticket to the match for only £3. So if your school isn't joining in ask your Teachers why!

This will be a 'Purple' Day with the emphasis on having fun and promoting the "End Polio Now" campaign.

So please buy a wristband for £1, join in the fun and be a part of history as we all help to finally end polio.

A leaflet with further information on the campaign can be downloaded in pdf  format by [clicking here](#).