

www.worldkidneyday.org

World Kidney Day is an initiative of the International Society of Nephrology and the International Federation of Kidney Foundations

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Guidelines

8 March 2007

World

Kidney

Please see below the guidelines for the promotional materials of World Kidney Day 2007. We hope that you find the designs appealing and that you will consider using them to their fullest potential in your local events and campaigns.

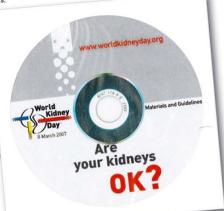
We warmly encourage you to translate these materials, so that they end up in many different languages on the bumpers of cars, on the slides of speakers' presentations, on the walls of doctors' waiting rooms and on the shirts of famous sports players, and so that together we reach as large an audience as possible on World Kidney Day!

At the bottom of the pages of this document you will see pictures of folders followed by names. You will find folders with the same names on this CD, and they contain the different files (Adobe Illustrator, Photoshop, QuarkXpress, PDF, JPEG and Word files) that you will need to print and produce the promotional materials.

If you have questi We wish you the b

Kind regards,

Gazelle Gaignaire





MAIN ACTIVITIES ORGANIZED on World Kidney Day 2007 in 66 Countries

 Media contacts 	/ coverage57	countries 7
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Other public outreach activities.......34 countries walkathons / parades (8 countries); distribution of info materials (brochures,

walkathons / parades (8 countries); distribution of info materials (brochures, flyers, posters) in hospitals, pharmacies, shopping malls, sports clubs, hotel lobbies, traffic intersections, education booths (21 countries); posters and billboards in streets, public squares, trains, buses, soccer fields (13 countries); rallies, street shows and plays, childrens' art competition, open-doors for dialysis centers, etc. (9 countries)

