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PRESS RELEASE

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CMMB-Healthier Lives Worldwide Announces $500 million Commitment to UN's Sustainable Development Goals

New York, 21 March 2016 - Today at the United Nations Headquarters, CMMB-Healthier Lives Worldwide will announce a $500 million commitment to the UN's Sustainable Development Goals (SDGs) and the updated Global Strategy on Maternal, Newborn, Child and Adolescent Health, as part of the launch of CMMB's new brand identity and logo.

For more than a century, collaboration has been a core CMMB value, essential to achieving far reaching impact in the global health arena. While the last few decades have seen dramatic progress in global health, it is still estimated that nearly 800 women die each day from largely preventable causes related to pregnancy and childbirth; 99 percent of these deaths occur in developing countries.

CMMB President and CEO, Bruce Wilkinson says, "We know from experience that reaching the most vulnerable populations, especially women and children, will take a renewed commitment. CMMB is taking a bold step by providing $500 million over the next 5 years for general support of the United Nations' Sustainable Development goals, and the *Every Woman Every Child Campaign* in particular. We can take this important step because we work in partnership with so many equally dedicated organizations."

CMMB's commitment will support an unprecedented global movement, mobilizing international and national action by governments, the UN, multilaterals, the private sector and civil society to address the major health challenges facing women, children and adolescents. The campaign seeks to present a "roadmap" to end all preventable deaths of women, children, and adolescents within a generation.

With over 100 years providing health services to the poor and marginalized, CMMB has proven to be a well-respected global NGO that has never wavered in its faith-based mission of service.

Wilkinson says, “Today we’re also thrilled to launch our new visual identity which will reflect the work we do today more accurately, emphasize our accomplishments, and inspire a growing number of people to join us in achieving our future vision.”

“Our new brand logo’s use of the ampersand or ‘& ‘ symbol, places partnering at the center of all we do,” Wilkinson says. “We are excited about this new mark as it is an evocative, universally relevant logo that reminds us of our faith as we celebrate mothers and children, and acknowledges our many partners with whom we work so closely and well.”

As a global health organization, CMMB is particularly interested in the role of health within the UN’s Sustainable Development Goals (SDGs) enterprise which include 17 SDGs to end poverty, fight inequality and injustice, and tackle climate change by 2030.

CMMB’s vision for healthier lives worldwide has not, and will not change; the organization is proud of past accomplishments. In the last 5 years alone, CMMB has provided more than two million people with access to critical health services worldwide. Over the last 10 years, CMMB has deployed over $2 billion worth of medicines, health commodities, and medical supplies to our trusted local healthcare partners in 120 countries. In 2015, CMMB collaborated with more than 220 institutional partners around the world.

Reinvigorated with a new brand identity, and as part of an important global initiative, Wilkinson says, “CMMB will continue to provide the best possible health solutions to women and children, to enable them to enjoy lives that are healthy, and fulfilling.”

See how our new visual identity supports our mission: http://bit.ly/1nlQ7wT

About CMMB-Healthier Lives Worldwide:

CMMB-Healthier Lives Worldwide is an international NGO providing long-term, community based medical and development aid to communities affected by poverty and unequal access to healthcare. For over a century, CMMB has worked to strengthen and support communities through healthcare programs and initiatives, the deployment of medicines and medical supplies, and the placement of volunteers. Now in our second century, as part of our new global strategic platform, CMMB is focusing on women, children, and adolescent health. We are working with our partners to deliver sustainable health services in targeted communities within Africa, Latin America, and the Caribbean. To learn more, visit www.cmmb.org.