



Martial Art Leaders Fight Malaria Worldwide

On April 25th, Malaria Awareness Day, Choi Kwang Do Martial Art International will launch a malaria awareness, education and fundraising campaign worldwide in partnership with the Malaria Foundation International (MFI). This campaign called “Martial Art Blue Ribbon Fight to End Malaria” will begin at their headquarters in Atlanta, GA. April 25th also commemorates Africa Malaria Day. The End Malaria - Blue Ribbon is a universal unifying awareness symbol of inspiration, hope and strength.

Atlanta, GA, April 23, 2007 --(PR.com)-- On April 25th, Malaria Awareness Day, Choi Kwang Do Martial Art International will launch a malaria awareness, education and fundraising campaign worldwide in partnership with the Malaria Foundation International (MFI). This campaign called “Martial Art Blue Ribbon Fight to End Malaria” will begin at their headquarters in Atlanta, GA. April 25th also commemorates Africa Malaria Day.

Choi Kwang Do Martial Art International will distribute End Malaria - Blue Ribbon pins to supporters of this new campaign. The Malaria Foundation launched the “End Malaria - Blue Ribbon Campaign” in November 2006 to bring heightened global awareness, knowledge and solutions to the world's efforts to combat malaria. The End Malaria - Blue Ribbon is a universal unifying awareness symbol of inspiration, hope and strength.

Malaria is an ancient disease that remains a terrible scourge in over 100 countries, predominantly in Africa, Asia and the . The World Health Organization reports that 300 to 500 million new cases of malaria occur each year, and over one million people die, mostly children. Pregnant women and non-immune adults are also especially vulnerable to severe disease.

Malaria awareness and attention has been minimal until recent years. Now, a greater number of people and organizations are getting involved. Choi Kwang Do is a special new force committed to fighting this debilitating and deadly disease worldwide.

Choi Kwang Do Martial Art International joined forces with the Malaria Foundation International (MFI) in February 2007, with an introduction by Mr. Jean Claude Nzamba, Chairman of the Ogooue Foundation. In March 2007, Choi Kwang Do celebrated its 20th anniversary and announced its new partnership with the Malaria Foundation. The new anti-malaria campaign will begin on April 25, 2007 in Georgia, USA. It will be led by the local martial art instructors and their students from all of their Choi Kwang Do schools.

Grand Master Kwang Jo Choi, Founder of Choi Kwang Do commented “I have been involved in fitness and health programs through martial arts since the age of 12. Choi Kwang Do martial art is pleased to be working with Dr. Mary Galinski and her team from the Malaria Foundation International to fight against malaria worldwide.” Dr. Galinski founded the Malaria Foundation International in 1992 and has witnessed the steady increase in attention on this disease. She also directs the International Center for Malaria Research and Education at Emory University.



“This is an extraordinary opportunity for people around the world to learn about malaria and take actions against it”, said Dr. Galinski. “We believe that Choi Kwang Do professionals will succeed in helping us educate people about malaria and take proper steps to reduce the disease worldwide.”

Malaria can be prevented with protective insecticide treated nets, insecticide spraying, and the elimination of mosquito breeding sites. Modern treatments include Artemisinin-based Combination Therapy (ACTs). While current methods are employed to prevent and treat the disease, research remains vital for the development of new drugs and malaria vaccines. Malaria genome information is available today, providing many more insights for scientists to research vaccines and new malaria therapies.

The guiding principles of Choi Kwang Do aim to achieve humility, gentleness, perseverance, self-control and an unbreakable spirit. Close to half the world's population lives at risk of infection from the bite of a malaria-carrying female Anopheline mosquito. Individual and global determination and persistence is needed to break this vicious cycle.

Further information can be found at www.choikwangdo.com and www.malaria.org.

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