



UNITED WAY - IBM, PFIZER AND PRICEWATERHOUSECOOPERS: WORKING TO HELP SAVE LIVES IN PERU

With the support of IBM, Pfizer and PricewaterhouseCoopers, United Way Peru is helping hundreds of families in Peru's high country survive an unprecedented winter. Bitter snowstorms, torrential rainfalls and severe cold weather have taken the lives of

55 children, left over 6,000 people with pneumonia, damaged crops and killed livestock since early June of 2007. Temperatures have dropped to -22° and -15° C in some areas of the country.

Earlier this month, United Way of Peru helped distribute winter clothing donated by IBM, PricewaterhouseCoopers and Pfizer employees to over 800 people living in Lillinta, in the Province of Huancavelica, an isolated, indigenous community located 13,000 feet above sea level. Women, men and children of all ages in Lillinta received a winter jacket, pants, socks, a heavy blanket and food supplies to help them survive the critical weather which is expected to worsen as the winter season peaks. United Way staff and volunteers faced an enormous physical challenge in distributing the donations due to the lack of oxygen at such high altitudes coupled with the bitter cold.



The collective effort to respond to the critical needs of the poorest of the poor could not be done without partnerships and friends like those at IBM, Pfizer and PriceWaterhouseCoopers and their trust in United Way in Peru. As Adriana Rojas from IBM wrote, "the confidence we have (in the work of) Caminando Juntos has garnered our employees' trust and with them we work for those most in need."



For more information on United Way activities in Peru, visit their website at www.caminandojuntos.org.pe or contact NCL. Together, we can do so much more than any one of us can do alone.