Matosinhos, 02 May 2014

Press release

0.99€ = 7 doses of Polio vaccine;

0.60€ = purify 40 litres of water; 1.88€ = 5 therapeutic nutrition packets

To save lives and help the world's neediest children

Missão Sorriso joins with UNICEF

Operation Smile, in partnership with UNICEF, has just launched the spring campaign in Continente stores all over the country to help save lives and protect the world's neediest children.

Up to 30 May, all customers who wish to help this cause may acquire, at the checkout counter in Continente stores, three different flower-shaped bookmarks, and thus contribute to vaccines, oral rehydration salts, or nutritional therapy.

For 0.99€, they can contribute with 7 doses of Polio vaccine; for 0.60€ they can help purify 40 litres of water, and for 1.88€ help purchase 5 therapeutic nutrition packets for malnourished children.

Once again, Operation Smile and UNICEF are counting on the solidarity of the Portuguese people. With a little help, we can bring more smiles to the world's neediest children.

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