



## FOR IMMEDIATE RELEASE

### End Polio Donuts: A Sweet Way to Help End Polio – October 24th

– Rotary District \_\_\_\_\_ is proud to announce **End Polio Donuts**, a unique public awareness and fundraising campaign to support Rotary International’s mission to **eradicate polio worldwide**. This special event takes place on **October 24th—World Polio Day**, an annual day of action recognizing the progress made toward eliminating polio and the work still left to do.

#### Rotary’s Commitment to Ending Polio

For more than **35 years**, Rotary International has led the fight to end polio, helping to **vaccinate over 2.5 billion children** across **122 countries**. Thanks to the efforts of Rotary and its partners—including the World Health Organization, UNICEF, and the Bill & Melinda Gates Foundation—polio cases have been reduced by **99.9%** worldwide. But the fight is not over, and **we need your help to finish the job**.

#### How End Polio Donuts Works


To raise awareness and funds, we’re **partnering with local bakeries** to sell a special **purple-frosted donut**—symbolizing the purple ink used to mark children’s fingers after receiving a polio vaccine.

- **Local bakeries** commit to donating **at least 20% of sales** from these donuts to **Rotary’s PolioPlus Fund**, which provides vaccines and life-saving immunization programs.
- **The public** can support the cause by **purchasing a purple-frosted donut** from a participating bakery on October 24th and spreading awareness on social media using **#EndPolioDonuts**.
- **Businesses** interested in joining the campaign can **sign up on our website** to be featured in local and online promotions, driving traffic to their stores while supporting a global cause.

#### How to Get Involved

 **Buy a Donut** – Visit a participating bakery on **October 24th** and enjoy a sweet treat for a good cause.

 **Sign Up Your Bakery** – Join the movement and **become a partner** in this impactful campaign.

 **Spread the Word** – Share photos of your **End Polio Donuts** on social media and tag **#EndPolioDonuts** to inspire others to take action.

“Polio eradication is one of Rotary’s longest-standing and most significant efforts. The outcome of our projects tells the story of how we helped today, but the impact tells how we’ve improved humanity forever.” said \_\_\_\_\_, District Governor for Rotary District \_\_\_\_\_ (2025-26)

“Through End Polio Donuts, we can unite communities, businesses, and individuals in a meaningful way to help make polio history.”



### **Find a Bakery or Sign Up Today!**

For more information, to find a participating bakery, or to register your business, visit **[www.endpoliodonuts.org](http://www.endpoliodonuts.org)**

Together, we can **End Polio Now—One Donut at a Time!**

### **About Rotary International**

Rotary International is a global network of **1.4 million neighbors, friends, and leaders** who take action to create lasting change in communities worldwide. Since 1985, Rotary has worked tirelessly to eradicate polio through **the PolioPlus program**, contributing more than **\$2.1 billion** and countless volunteer hours to immunization efforts.

### **Media Contact & Resources**

Graphics available for download at <https://www.endpoliodonuts.org/downloads>