

For Release:
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Cera Products donates life-saving CeraLyte drinks to victims of Typhoon Haiyam

WHAT: **Hilton Head-based** Cera Products' donated over \$54,000 of Cera's Berry ORS drink which was shipped to the Philippines by Direct along with other medical and food for those affected by Typhoon Haiyam. The Company is donating another \$25,000 of its CeraLyte Oral Rehydration drinks for the same purpose.

CeraLyte, the Company's life-saving medical Oral Rehydration drinks help prevent and correct dehydration, which is often happens following disasters such as Typhoons, Hurricanes, earth quakes and other disasters. Cera Products has partnered with Direct Relief in the past for disasters including the Tsunami, floods in Pakistan, and in Myanmar, cholera in Zimbabwe, and also in the USA for Katrina and most recently for help to Alabama and other areas in the South affected by Tornadoes.

In the past, Cera Products donated more than \$1.5 million of CeraLyte ORS at cost to the Child Health Foundation and raised funds for other donations. The Company recommends donations for getting CeraLyte ORS to the areas stricken be given to Child Health Foundation (www.childhealthfoundation.org) and earmark it for this disaster or to Direct Relief International (www.directrelief.org).

Each liter of CeraLyte can save a life! Donations are needed to purchase the medical supplies – each dollar donated for CeraSport to Child Health Foundation will be matched by Cera Products in CeraLyte

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DONATE: Tax-deductible gifts can be made to the Child Health Foundation Web site at www.childhealthfoundation.org (Earmark it under Tribute or Occasion: **for Philippines Disaster Relief /CeraLyte ORS.**)

Diarrheal diseases can be fatal due to rapid depletion of body fluids and electrolytes. A healthy adult can die from cholera within eight hours; a weakened child can die in two hours. Just one liter of CeraLyte can save a life. CeraLyte restores essential electrolytes and fluid losses as it hydrates and is proven more effective for cholera patients than sugar-based ORS. Cera Products, established in 1993, scientifically developed its high performance medical and sports products along with world health experts; its products are based on research by Johns Hopkins physicians, who have worked along with Ms. Riikonen, at the International Centre for Diarrheal Disease in Bangladesh, which won the Bill Gates Award for global health and continues to develop ways to save lives and improve family and child health.

Child Health Foundation, a 501(c)3 public charity, dedicated to saving the greatest number of child lives at lowest possible cost, was established in 1985 in Washington, D.C. by a group of international health experts, including United Nations staff and others connected to the ICDDR. Telephone number is 410-992-5512, or www.childhealthfoundation.org.