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Wearing An Ebola Hazmat Suit This Halloween? Why Not Donate a Real One?
-Doctors of the World USA Launches Campaign to Raise Funds for Ebola Prevention and Protective Gear-

NEW YORK, NY (October 30, 2014) – Every Halloween has a costume drama and this year’s focus is on the controversial Ebola Hazmat suit. A popular disguise-of-choice for many and a horrifying example of bad taste to others, the Ebola Hazmat suit is both a scary reality and much-needed necessity for the thousands of health workers in West Africa risking their own lives to save others.

Doctors of the World USA, an international humanitarian organization currently on the ground fighting Ebola’s spread, wants to shift the focus off the costume controversy and on to the real need which is to raise funds for health workers and this essential protective gear.

To accomplish this goal, Doctors of the World USA has launched a pro-bono campaign, with a powerful yet simple message and call to action - if you know someone, see someone or are someone wearing a fake Ebola costume this Halloween, help fund a real one to save lives. The campaign, created by Publicis Kaplan Thaler in partnership with MediaVest and MSLGROUP, North America, features a microsite “MoreThanACostume.com” that allows users to fund anything from a glove, to a whole suit and even a doctor.

“Health workers need new protective gear for each of their rotations. The World Bank estimates that we need 5,000 more health workers to control the outbreak. That could mean over one million suits will be needed in the next six weeks alone. This protective gear can literally mean the difference between life or death for many of these heroes,” said Miranda Sissons, Executive Director of Doctors of the World USA.

The campaign also includes social media outreach with the hashtag #morethanacostume and full-page ads with the headline, “Here it’s a costume. There it saves lives,” to drive people to the site. Ten dollar donations can be made by texting EBOLA to 501501.

“As the Ebola virus continues to make headlines, and work continues to prevent and fight the disease, people everywhere are looking for ways to help with this crisis. MoreThanACostume.com is a very accessible tool to do just that. With the click of a button, you can make a meaningful difference,” continued Sissons.

The National Retail Federation forecasts that American will spend \$2.8 billion on Halloween costumes this year including \$1.4 for adult costumes worn by 75 million grown-ups. Doctors of the World is hoping that its pro bono effort will help convert those costume sales into meaningful donations for health workers, prevention programs, and the real protective gear.

For more information visit MoreThanACostume.com or doctorsoftheworld.org.

Doctors of the World

Doctors of the World USA is a US non-profit that is part of the global Médecins du Monde network. It provides emergency and long-term medical care to vulnerable people, while fighting for equal access to healthcare worldwide. Founded in France in 1980, the network cares for the most vulnerable through 350 programs in 79 countries, including in the United States.

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