

## Soft Power Health Wins Bestnet's Annual Photo Contest

Kolding, DK - November 2, 2010 - Bestnet Europe Ltd. announced today that a photograph submitted by Dr. Jessie Stone of Soft Power Health has been chosen as the first place winner in Bestnet's 2010 Photo Contest. The winning photograph was taken by professional photographer Christopher Gates Scott while on a volunteer mission with Soft Power Health in Uganda.



### About Soft Power Health

Dr. Stone is a graduate of New York Medical College. She is an MD, professional whitewater kayaker, and founder and director of Soft Power Health. For the last 20 years, she has lived in multiple African countries - Kenya, Zimbabwe, and

Uganda - and has traveled extensively through many others. In 2003, she was on a kayaking expedition on the White Nile River in Uganda when two fellow paddlers became sick with malaria; she was able to witness this disease firsthand and treat the expedition members for malaria. Dr. Stone saw the devastating effects of the disease on the people in Uganda; it was soon after this trip that Dr. Stone established the Uganda component of Soft Power Health in 2004.

Soft Power Health's mission is to provide primary and preventative healthcare for rural Ugandans. Soft Power Health trains and operates sustainable education and community-based health programs run by locals and volunteers. The Uganda Project has a 3-part program: 1) the Allan Stone Community Health Clinic/Mukagwa Twekembe, 2) the Malaria Education and Prevention Outreach Program, and 3) the Family Planning Education and Administration Outreach Program. The ultimate goal is to make the program sustainable and managed solely by Ugandans.

Trine Angeline Sig, Bestnet Director of Sales & Marketing said "We are pleased that so many individuals and organizations submitted a total of over 100 photos for the contest. All Bestnet employees were invited to vote on the photos submitted to choose the first place winner. The photo taken by Christopher Gates Scott and submitted by Soft Power Health was chosen as the first prize winner, as it so clearly illustrates Bestnet's vision."

The first place prize of 500 striped Netprotect® A long lasting insecticide incorporated nets will be shipped directly to the Allan Stone Community Health Center in Uganda, where Soft Power Health will distribute them locally.

### About Bestnet Europe Ltd.

Bestnet Europe Ltd., manufacturers of the long-lasting mosquito net Netprotect®, supports the many ministries of health and relief organizations worldwide working for a life without malaria. Worldwide more than 1 million people a year die from malaria - most of which are children under 5 years - even though the disease is preventable.

# **BESTNET** PRESS RELEASE

Bestnet now produces more than 1.5 million Netprotect<sup>®</sup> mosquito nets per month. Netprotect<sup>®</sup> is produced in China, India and several locations in Africa, and the company is also working on creating an aid foundation, which will donate Netprotect<sup>®</sup> mosquito nets to selected villages in collaboration with partners and relief organizations globally.

More information about Netprotect<sup>®</sup> and Netprotect<sup>®</sup> A is available at: <http://www.bestneteuropa.com> or by contacting Bestnet Director Trine Angeline Sig, [ts@bestneteuropa.com](mailto:ts@bestneteuropa.com), mob.: +45 2826 2600

Additional information about Soft Power Health is located on their website at: <http://www.softpowerhealth.org/theugandaproject.html>

Additional photography by Christopher Gates Scott is available on his website at: <http://www.shingleisland.com/>

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