Ref: APNS/2011/154   August 1, 2011

To: All Member Publications

Sub: Ads of Frontier Foundation on Gratis

Dear Sirs,

The Frontier Foundation, a non-governmental humanitarian organization involved in treatment of Thalassaemia, hemophilia and provision of blood bank services in KPK/FATA has approached us for help of the media in collection of donations for the above cause.

The Frontier Foundation is operational since July 2003 and has established two centers for safe blood transfusions at Peshawar and Kohat. For treatment of Thalassaemia which is prevalent in our society, and unfortunately KPK has the highest prevalence among the whole country, which is approximately 40% of the total cases reported in Pakistan. Out of estimated 70,000-80,000 patients in Pakistan, more than 30,000 patients belong to KPK and FATA.

The Foundation transfuses healthy and fully screened Blood and Blood Products (FFP, Platelets & other Blood components) Screened for Hepatitis "B", Hepatitis "C", HIV/AIDS, VDRL & MP on Elisa Computerized equipments FREE OF CHARGE to more than 2000 registered & unregistered Patients (most of whom are Children) of KPK / FATA without any charge. The heavy expenses are met with the donations, zakat from the public.

The Foundation has started a zakat/donation campaign through newspaper advertisement and has requested the APNS to publish their advertisements on gratis (free of charge) as a donation to the organization and the thousands suffering child patients.

We shall be grateful, if you will kindly publish the advertisement in your newspaper as a public service ad on humanitarian grounds preferably your next issue of Ramazan. It will be a great contribution from your side for the noble cause. The advertisement has been pasted on our website.

Thanking you,

Yours faithfully,

-s/d-
(Dr. Tanvir A. Tahir)
  Executive Director
     APNS