

## BET Founder Tackles Malaria With Necktie Line

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According to the WHO World Malaria Report 2011, malaria kills 665,000 people each year, most of whom are children under the age of 5 and pregnant women in Africa.

For Robert L. Johnson, the businessman who founded BET and RLJ Cos., making him the first African-American billionaire, those numbers are unacceptable. "Malaria is completely preventable and treatable, and no one should die from the disease," he said. He announced a partnership with the PVH Neck Wear to create the RLJ for Ella Rose tie collection, proceeds from which will go to support the efforts of the nonprofit Malaria No More.

"From my work in the U.S. and sub-Saharan Africa, I understand firsthand the critical impact malaria has on people and communities," said Johnson. "I'm proud to be part of the effort and the progress that has been made so far in the fight against malaria. The purchase of each of the RLJ by Ella Rose Africa ties will have a direct impact on those most affected by malaria and will help save a life."

Founded in 2006 by business leaders Ray Chambers and Peter Chernin, Malaria No More leverages high-impact awareness campaigns to engage the global advocacy community and to rally leadership and strategic investments in Africa.

Neckties from the RLJ by Ella Rose Africa Tie Collection are available at Macy's department stores in Baltimore; Boston; Charlotte, N.C.; Seattle; and Douglaston, N.Y.