



27<sup>th</sup> May 2003

Constantina Akkelidou,  
Minister of Health  
Pallouriotisa,  
Nicosia,  
Cyprus

Dear Ms. Akkelidou,

I am writing in order to establish a way forward so that we may successfully launch the Breathing Life Cyprus campaign in June 2003

You will appreciate it is vitally important to have clarified all of the details of the campaign together with agreeing all matters relating to the setting up of the new Breathing Life Lung Centre for Children including its incorporation and location in the Makarios III Hospital, its operational needs, staffing and how research and clinical activities will be monitored to ensure continued success and development.

Many of these issues were raised in the letter of 28<sup>th</sup> April 2003 issued to you by Dr. Panayiotis Yiallourous and Dr. Spyros Pipis, Trustees of the Breathing Life Trust in which they outlined the function of the existing Paediatric Respiratory Clinic and Paediatric Respiratory Research unit in the Makarios III Hospital together with a description of the Breathing Life Cyprus Campaign and the necessary conditions for its progression.

We would appreciate your response to the above issues so that we can clarify all matters and confirm your department's willingness to support our campaign.

Regarding the promotion of the Breathing Life Cyprus Campaign, I have outlined below details for the promotion of the campaign so as to achieve its widest possible appreciation and successful outcome.

The exact date for the launch of the campaign and the commencement of the walk have yet to be agreed and I would appreciate your thoughts on which dates you feel would be appropriate.

**Suggested Awareness campaign**

June Press Conference to take place in Nicosia, Cyprus - We would welcome representatives from various authorities including:  
Representatives from the Ministry of Health  
Representatives from the Ministry of Education  
The Mayors of all districts, which the walk will be passing through  
Sport celebrities in Cyprus  
Representatives from the youth movement of Cyprus  
Trustees of the Breathing Life Trust  
And any other agencies or individuals, which you believe should attend

It may be interesting for the press of Cyprus to be informed of my involvement with the climb of Mont Blanc and Base Camp Mount Everest, which will increase the profile of the Breathing Life Cyprus Campaign.

June Press Releases and Packs should be issued to National and Local newspapers and magazines throughout Cyprus and the United Kingdom. London Greek Radio would be announcing the event and interviewing the representatives of the Breathing Life Trust.

July-Sept An extensive poster campaign throughout Cyprus would provide a visual reminder of the date of the walk, its route, the National Asthma Campaign and its aims.

September Full promotional activities should take place to include studio interviews with respiratory specialists, asthma sufferers and their families encouraging discussion and learning about the condition and its treatment, together with the work to be carried out in the Breathing Life Lung Centre for Children.

September Regular updates of the progress of the walk together with coverage of the asthma campaign road shows, to be organised in strategic locations along the walk.

End of Sept 2004 Hand over of funds for the purchase of lung function equipment for the district hospitals of Cyprus and the establishment of the Breathing Life Lung Centre.

I would very much appreciate your comments on your departments' willingness to coordinate the above activities and whether there are other areas of promotion which you would believe will be useful to the success of the campaign.

I very much look forward to hearing from you.

Best Regards

John Michael Mouskos  
Breathing Life Founder