

# WORLD WATER NEWS

## This March, When You Take Water, Give Water

(NAPSM)—Now in its fifth year, the award-winning UNICEF Tap Project will return during World Water Week, March 20–26, to shine a spotlight on the world water crisis and inspire Americans to help the millions of children it impacts daily. Thanks to the commitment of 5,000 volunteers and 1,000 participating restaurants, and the launch of 500 local events and activities, the UNICEF Tap Project will continue to save the lives of children around the world.



**unicef**  
**TAP PROJECT**  
WHEN YOU TAKE WATER, GIVE WATER

Why a campaign about clean water? Because nearly 900 million people lack access to it—and nearly half of those people are children.

Waterborne illnesses are the second-highest cause of preventable childhood deaths worldwide. Providing access to safe water and basic sanitation will save children at risk from these diseases.

Every day, more than 22,000 children die from causes we have the power to prevent. UNICEF is doing whatever it takes to reach a day when the number of children dying needlessly is not 22,000—it is zero. The UNICEF Tap Project—a nationwide campaign sponsored by the U.S. Fund for UNICEF—is keeping clean water at the head of this child survival movement.

### World Water Week Returns

The idea is simple but powerful: During World Water Week, restaurants across the United States will encourage patrons to donate \$1 or more for the tap water they usually enjoy for free. Just \$1 raised through the UNICEF Tap Project can provide a child with safe water for 40 days. In tandem, UNICEF Tap Project Volunteers conduct local fundraising events and activities. Thousands of restaurants, dining patrons, students and volunteers, along with corporate, community, celebrity and governments supporters, continue to make the UNICEF Tap Project a powerful national movement.

### Limited-Edition Celebrity Tap Pack

The UNICEF Tap Project wants everyone to recognize the lifesaving importance of water. Celebrities who have joined the cause are even donating samples of their own tap water to help raise awareness of the world water crisis. Supporters can donate to the U.S. Fund for UNICEF and simultaneously enter for a chance to win a limited edition celebrity Tap pack. Every \$5 donation made will give supporters a chance to win a very special case of customized water bottles. Each bottle in the case con-



Photo: UNICEF/CAR/2010/R.Pires

**Children show small containers holding clean water at the Batalimo camp for refugees from the Democratic Republic of the Congo, near Mongoumba, Central African Republic.**

tains water drawn from the tap of a different celebrity.

### 2011 UNICEF Tap Project Partners

In 2011, Giorgio Armani Fragrances returns as the National Sponsor of the UNICEF Tap Project through its “Acqua for Life” campaign with Acqua di Giò and Acqua di Giòia. From March 1–31, Giorgio Armani Fragrances will donate \$1 to the U.S. Fund for UNICEF for each purchase of Acqua di Giò for Men and Acqua di Giòia for Women in the U.S., and \$1 for each of the first 250,000 people who “like” the “Acqua for Life” Facebook page. Funds raised will help UNICEF improve access to safe, clean water for children worldwide.

For the fourth consecutive year, Turner Broadcasting System, Inc. is providing funding to support the UNICEF Tap Project Volunteer Program. The program includes recruitment, training, resources, and support for thousands of volunteers who will lead on-the-ground efforts for the UNICEF Tap Project in their local communities.

The UNICEF Tap Project will once again work with Promotional Supporters from online dining sites ZAGAT.com, OpenTable.com, SeamlessWeb.com, and Yelp.com.

### Clean Water for Millions

Since its inception in 2007, the UNICEF Tap Project has raised nearly \$2.5 million in the U.S. and has helped to provide clean water for millions of children globally. UNICEF works in more than 100 countries to improve access to safe water and sanitation facilities in schools and communities, and to promote safe hygiene practices. Over the past 16 years, more than a billion people have gained access to improved drinking water and sanitation facilities thanks to the efforts of UNICEF and its partners.

For more information, visit [www.tapproject.org](http://www.tapproject.org).