

Water.org Celebrates World Water Day 2011

“Donate your voice” online movement, campaigns with Levi’s®, Groupon, and more

Kansas City, MO (March 22, 2011) – World Water Day, March 22, is a rallying point to take action to address the global water and sanitation crisis and to celebrate the progress made to date against this crisis. Today, millions of people scavenge for water and billions don't have a toilet. Water.org and its partners are launching new initiatives around World Water Day to raise awareness and catalyze action in new ways.

Water<Less™ Campaign

In honour of World Water Day today, the Levi’s® brand has partnered with Water.org to create a fun, engaging way for consumers to learn about important global water issues and participate in the solution. The original denim brand has launched an interactive “WaterTank” on Facebook, where Levi’s® fans can take small actions to change their everyday water use. In return, the Levi’s® brand is supporting Water.org’s sustainable programs that will deliver more than 200 million liters of clean drinking water to communities in need. Learn more: <http://facebook.com/Levis>

Donate Your Voice

For the week of World Water Day 2011, anyone can "donate their voice" on Facebook and Twitter to the cause. Each day a story or fact about the water and sanitation crisis will be posted on donors’ wall or feed with a link back to the Water Day site. Sign up at <http://water.org/waterday>.

Groupon \$25 Gift for \$15

Groupon, the pioneer of the “daily deal” category, will be offering a special deal to help people get safe water from March 21 - 23. Groupon buyers can purchase a \$25 gift for only \$15 through a match by an anonymous donor. When the deal tips, enough money will be raised to help a community get a well. When buyers redeem their Groupon they can sign up to follow the work of Water.org in Haiti. See the deal at: <http://groupon.com/deals/water-org>.

YouTube Project4Haiti

This month, three of the top YouTube video bloggers, Hank Green, Lisa Nova, and Timothy DeLaGhetto, visited communities in Haiti to see first hand the work of Water.org and our partner Haiti Outreach. Each have created several videos in celebration of World Water Day and are calling on their subscribers to join them in helping communities in Haiti. Videos at: <http://water.org/project4haiti>.

Advocacy Activities

Organizations throughout the water and sanitation sector, including Water.org, have joined forces to advocate for greater U.S. leadership behind the water issue while urging continued support from Congress. Information on activities as well as resources available at: <http://waterday.org>.

About Water.org

Water.org is a non-profit organization that has transformed hundreds of communities in Africa, South Asia, and Central America by providing access to safe water and sanitation over the past twenty years. Founded by Matt Damon and Gary White, Water.org works with local partners to deliver innovative solutions for long-term success. Its microfinance-based WaterCredit Initiative is pioneering sustainable giving in the sector.

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