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FOR IMMEDIATE RELEASE

Water School's 2011 Climb to Kilimanjaro

What some people will do for clean water...

March 15, 2011 – New York – Every day thousands of people have to walk miles across desert, rocks and rubble just to get a drink of clean water. The sip that most of us take for granted every morning is a luxury for others. This is why on March 23rd, an International team of climbers have dedicated themselves to raise awareness of a non-profit group called simply Water School by undertaking to climb the slopes of Mount Kilimanjaro – the tallest mountain on the continent of Africa, and fourth highest of the noted “seven summits.”

According to the World Health Organization more than one in six people worldwide – 894 million – do not have access to safe, clean water. Every year approximately 3.5 million people die from inadequate access to clean drinking water and poor hygiene. One and one half million of these deaths are children. This is even more appalling when the cost of providing clean water to a child for life through the Water School program is only \$10.

“There is more to this climb than just summiting Kilimanjaro. Each climber is responsible for raising one dollar for every meter of the climb. That means each climber will donate \$5,895 to Water School, which will go directly to the field work that Water School is doing in places like Sudan, Nairobi, Uganda, Kenya and Haiti,” says Sandra Getuba – Director of Development for Water School. “We hope to raise \$75,000, with this climb, which will impact the lives of 7500 people.”

Water School employs the SODIS (Solar Disinfection) method for water purification. All SODIS requires is a plastic bottle and a day in the sun(or two days of cloudy). The same UV radiation we use sunscreen to protect our skin with kills the bacteria that cause diseases like **cholera, typhoid**, and dysentery and life threatening symptoms like **chronic diarrhea**. Water School provides the bottles. They also educate local people on proper health and hygiene practices. In addition, by working with local businesses to provide the bottles necessary for the SODIS process, Water School is one of the few organizations to deliver a truly sustainable solution to the world's impoverished and developing nations.

A Haitian doctor recently commented “**If we had been teaching this program for the past five years, I believe we would not have a cholera epidemic.**”

It takes weeks for a person to die of hunger. It takes just three to nine days to die from dehydration. It takes just \$10 to give a child clean water for life through Water School. With such a simple solution to an issue that undermines every developing nation I the world, 2011 is the year to help Water School achieve its goal of clean water for those without.

For more information on the Kilimanjaro Climb and on the Water School programs, please visit us at <http://www.waterclimb.com>, or at Water School's website, www.waterschool.com, or contact Jeff Cannon at 212 993 6464, or via email at jc@thinkcannon.com.

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Water School is a 501 (3) (c) non-profit organization with a mission to provide simple, safe, strategic, and sustainable clean water solutions to the developing world. Water School was founded in 2007 by Bob Dell, a water scientist, and Fraser Edwards, a businessman with decades of experience in partnering with indigenous leaders to implement lasting change. The Water School currently implements SODIS through its integrated teaching program of health and hygiene. www.waterschool.com