

Contact: Jeff Cannon
P 212 993 6464
E jc@thinkcannon.com



FOR IMMEDIATE RELEASE

Water School's \$1 Million Dollar Holiday Gift

A Time to Rejoice For a Non-Profit That Uses Plastic Bottles to Clean Water

December 15, 2010 – New York – The holidays are a time for rejoicing no matter what your beliefs. It is also a time for giving. For Water School it could not be truer in both cases. At their first holiday fund raiser ever held in New York City they received pledges for one million dollars. That will pay for all of their 2011 administrative costs and then some. It also means that 100% of donations in the coming year will go directly to those in need. That is a holiday story worth telling!

Started by a water scientist and an experienced international development professional, Water School has been helping impoverished communities create sustainable supplies of clean water without the need to drill new wells, or purchase chemicals or filtration systems. They have already helped countless communities in Africa and Haiti and Central America; all on a limited budget. Now, they can do much more.

Water School teaches the SODIS (Solar Disinfection) method for water purification as well as proper health and hygiene practices. All SODIS requires a plastic bottle and a day of sunshine. The same UV radiation we use sunscreen to protect our skin with kills the bacteria that cause **cholera, typhoid, and chronic diarrhea**. 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.**"

Water School has already seen incredible impact in the communities they have worked in. A recently completed study in Uganda (2009 – 2010) showed:

- Up to 77% reduction in dysentery cases
- Up to 25% increase in primary school attendance

The donation is from none other than Gregg McNair and his partners at PPX International. He is an internet entrepreneur and world traveler who is planning on guiding Water School donors in a climb up Mt. Kilimanjaro in 2011 to further promote the Water School's mission. "This is an incredible organization that has done so much already. I just want to see them grow and help even more people well into the future," said Mr. McNair. Mr. McNair was recently named 2010 Domainer of the Year at the TRAFFIC Miami Show.

Fraser Edwards, co-founder of the Water School could not have been happier with the turn of events, "This is a wonderful gift. This means we can multiply our efforts in **Haiti and in Africa**. It means we can teach even more people our program of water purification health education. Which means more communities can grow and thrive. We hope it will encourage additional giving in the New Year."

For more information on how to help or become involved, please 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