



NEWS RELEASE

News – Local/ National
June 16, 2010

AVEDA CANADA EARTH MONTH CAMPAIGN MEETS GOAL TO SUPPORT CLEAN WATER FOR AFRICA

AVEDA network in Canada raises \$325,000 to benefit Canadian water charity, WaterCan.

OTTAWA, ON - The Collega International Aveda network in Canada celebrated Earth Day, April 22, this year with their fourth annual *Walk for Water* with a total of 1,800 registered walkers participating in events hosted in 15 Canadian cities raising awareness, and much needed funds. The effort raised \$325,000 for Aveda's exclusive Canadian Earth Month partner, WaterCan, bringing Aveda's contribution to the charity to \$881,256 since 2008.

Around the world, 890 million people—about one in seven— do not have access to clean drinking water. Working with local partners in Africa, WaterCan supports small-scale, community-driven projects that address this great need and dramatically improve the quality of life in rural areas and urban slums.

Aveda's contribution has had a major impact on WaterCan's international programming. Gary H.J. Plum, Executive Director of WaterCan explains, "Through this year's Earth Month efforts alone, Aveda will have helped to bring clean, safe drinking water to 13,000 children, women and men throughout eastern Africa. We are so grateful for their dedication to our vision: *Clean Water for All!*"

Throughout the month of April, Aveda's 2010 Earth Month Campaign united its network professionals and guests worldwide to raise \$3.5 million to protect clean water and increase accessibility to everyone, everywhere. Aveda's landmark *Walk for Water* efforts in Canada went global in 2009 as Aveda International initiated over 130 walks in major cities throughout the United States, Asia and Europe.

The world water crisis is one of the most lethal public health emergencies of our time, and condemns hundreds of millions to struggle for survival.

- At any given time, half of the hospital beds in the developing world are occupied by people suffering from completely preventable water-related diseases.
- Each year, some 1.5 million children under the age of five die from water and sanitation-related diseases. This accounts for a greater loss of life amongst this age group than AIDS, malaria, and measles combined.
- As a result, healthcare costs soar, countless school and working days are lost, and communities around the world sink deeper into poverty.

For further information please visit www.watercan.com or www.iwalkforwater.ca.

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WaterCan is dedicated to fighting global poverty by supporting and strengthening the capacity of African partner organizations and communities to develop sustainable solutions to address local drinking water, sanitation and hygiene education needs.