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## News Release

**News – Local/National**  
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### **WaterCan “End Poverty at the Source!” Video Contest Winner Announced to mark World Toilet Day**



OTTAWA, ON- International development charity, WaterCan, announces winner of innovative “End Poverty at the Source!” video contest to mark World Toilet Day (Nov. 19).

William Barber of Toronto beat out fierce competition to win this first-ever nation-wide contest aimed at getting the public talking about the *global water and sanitation crisis*, which kills 5000 children each day. The contest, launched World Water Day this year, attracted 26 submissions, both amateur and professional, from across Canada.

Mr. Barber will travel to Kenya with WaterCan in January, 2009 to see its water and sanitation projects in action in Nairobi’s urban settlements (slums) and rural communities in Kisumu.

The *water and sanitation crisis* in the developing world is a silent killer that needlessly claims the lives of two million people each year. The acute lack of clean water and basic sanitation leaves billions of children, women and men living in the kind of disease and squalor that the developed world hasn’t seen in millennia.

“We wanted to help break the silence about one of world’s most lethal, yet under-reported, public health crises and attract a new group of young humanitarians and activists to the cause,” says Gary H.J. Plum, WaterCan’s Executive Director.

#### **Winning Entry- H2slow!**

To dramatic swells of music, **H2slow**, aptly filmed in slow motion, reminds us of that despite our ready access to clean water here in Canada, millions around the globe have yet to gain access to this most basic human need.

“We are reminded of how amazing water can be in our lives and how much we take it for granted almost every single day,” said Sophie Grégoire-Trudeau, correspondent for CTV’s *e-talk* and member of the contest’s judging panel.

Ms. Grégoire-Trudeau, who visited Ethiopia with WaterCan in 2007, along with her mother-in-law and WaterCan's Honourary President, Margaret Trudeau, knows the power of water. "I've seen what happens when people gain access to clean drinking water and the results are incredible. Every aspect of their lives improves for the better."

The winning video, **H2slow**, is a strong call to action to **be the difference**. Says Mr. Barber "I want people to watch it and think that there is still much to be done in less fortunate parts of the world."

**H2slow and all "End Poverty at the Source!" video contest entries can be viewed on WaterCan's YouTube Channel at: [www.youtube.com/user/WaterCanContest](http://www.youtube.com/user/WaterCanContest)**

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### **Facts About the Global Water and Sanitation Crisis:**

-At any given time, half the world's hospital beds are filled with patients suffering from water and sanitation-related diseases. (UN)

-One flush of an average toilet in Canada uses more water than many people in Africa have for an entire day.

For additional information, factsheets, videos, photos and more, visit the **official contest website** at [www.watercan.com/videocontest](http://www.watercan.com/videocontest).

### **"End Poverty at the Source!" Contest Judging Panel:**

Peter Bregg, Photographer/Photo Editor, **Hello! Magazine**  
Clarissa Brocklehurst, Chief of Water & Environmental Sanitation, **UNICEF**  
Dr. David Brooks, Senior Advisor, **Friends of the Earth Canada**  
Sophie Grégoire-Trudeau, Correspondent, **eTalk**  
Vicki Gryspeerdt, Video & Film Producer/Consultant, **HJC New Media**  
Dave Guenette, Founder, **District Six Records**  
Gordon Henderson, Founder & Producer, **90th Parallel Productions**  
Tim Joyce, VP & Producer, **Sound Venture Productions**  
Joyce Magala Mpalanyi, Country Advisor – Uganda, **WaterCan**  
Beverley McKee, Executive Director, **VideoFACT**  
Sarah Taylor, VJ, **MuchMusic**  
George Yap, Program Director, **WaterCan**

**WaterCan** is a Canadian charity dedicated to ending poverty by helping the world's poorest people gain access to clean water, basic sanitation and hygiene education.

To date, WaterCan's programs have reached more than one million people – breaking the cycle of poverty and disease and dramatically increasing opportunities for health, education, gender equality, and economic growth. To learn more, visit [www.watercan.com](http://www.watercan.com).