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## News Release

### News – National/International

Tuesday, March 18, 2008

### **WaterCan Marks World Water Day (March 22) by Launching “End Poverty at the Source!” Video Contest to Highlight Global Water and Sanitation Crisis**



In honour of World Water Day (March 22, 2008), WaterCan is launching a Canada-wide online video contest called “End Poverty at the Source!”. The contest is intended to get Canadians talking about a global crisis – the desperate need for clean water and sanitation in the developing world.

1.1 billion people worldwide lack access to clean drinking water, and 2.6 billion people lack access to basic sanitation like toilets or safe latrines. The result is a devastating cycle of poverty and disease that claims the lives of 5,000 children each day and hampers poverty-fighting efforts around the globe.

“When it comes to these basic needs, we are all the same,” said Sophie Grégoire-Trudeau, a correspondent for CTV’s *eTalk* and member of the contest judging panel, which also includes MuchMusic VJ Sarah Taylor, UNICEF Water & Sanitation Chief Clarissa Brocklehurst, and other notable Canadians.

“I’ve seen what happens when people gain access to clean drinking water and basic sanitation, and the results are incredible. Every aspect of their lives improves for the better,” added Ms. Grégoire-Trudeau, who visited Ethiopia with WaterCan in 2006, along with her mother-in-law and WaterCan’s Honourary President, Margaret Trudeau.

The “End Poverty at the Source!” video contest encourages Canadians ages 18 and up to create 30- to 60-second videos about this global crisis, with the winner receiving a trip to Africa with WaterCan to see its water and sanitation programs in action. The deadline for entries is October 19, 2008 and the winner will be announced on November 19, 2008 (World Toilet Day).

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

- At any one 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
- Experts believe that we will not defeat AIDS, tuberculosis, malaria, or any of the other diseases that plague the developing world until the global water and sanitation crisis is addressed (UN)

For complete contest info, judge bios, factsheets, photos, videos, and more, visit the **official contest site** at [www.watercan.com/videocontest](http://www.watercan.com/videocontest).

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

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- 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

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**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).

