# **C:\Users\samtayl\Downloads\WA_Primary In support of Logo_RGB.pngPRESS RELEASE** **For Immediate Release**

**[Town name] pupils March for Water to help WaterAid transform lives around the world with clean water and toilets**

More than [insert right number] students from [insert school name] took a break from their classrooms to take on March for Water on [insert date/month] and raise [insert £xxx] for international charity WaterAid.

Every day around the world, millions of people are forced to walk tirelessly long distances to collect water. Women and children bear most of the burden, often walking up to 16km (over 4 hours) multiple times a day. That time could be spent in school getting an education, working, or caring for family members.

During March, WaterAid are challenging their supporters to go the distance and walk more kilometres every day of the month, in solidarity with the 785 million people in the world, who have no access to clean water close to home.

The pupils of [insert school name] walked [insert number of kilometres] as part of the charity’s virtual event.

[Teacher’s name] said:

*“It’s very easy for us to take clean water for granted, so March for Water was a great way to teach the children about the millions of people around the world who are not lucky enough to have this vital resource at the turn of the tap.*

*“Everyone really enjoyed walking [insert distance] in solidarity with those around the world who have to walk for water, and are proud to have taken part in WaterAid’s March for Water event.”*

[Child’s name, age] said: *“[Insert quote – what did they enjoy about the March for Water? What did they learn about children who don’t have access to water? What do they hope the money will achieve?]”*

Felicity de Ste Croix, Communities and Volunteering Manager at WaterAid, said:

*“We would like to thank [insert school name] for stepping up to help us reach everyone, everywhere with clean water, decent toilets and good hygiene. The [insert £xx*x] *they raised through March for Water will go towards helping communities get clean water for the first time - opening up a world of possibilities.”*

**Ends**

For more information, please contact [insert contact] at [email address] or [phone number].

**Notes to editors**

**WaterAid**

WaterAid is working to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. The international not-for-profit organisation works in 28 countries to change the lives of the poorest and most marginalised people. Since 1981, WaterAid has reached 27 million people with clean water and 27 million people with decent toilets. For more information, visit [www.wateraid.org](http://www.wateraid.org), follow @WaterAidUK or @WaterAidPress on Twitter, or find WaterAid UK on Facebook at [www.facebook.com/wateraid](http://www.facebook.com/wateraid).

* 785 million people in the world – one in ten – do not have clean water close to home.[[1]](#footnote-1)[1]
* 2 billion people in the world – almost one in four – do not have a decent toilet of their own.[[2]](#footnote-2)[2]
* Around 310,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. That's around 800 children a day, or one child every two minutes.[[3]](#footnote-3)[3]
* Every £1 invested in water and toilets returns an average of £4 in increased productivity.[[4]](#footnote-4)[4]
* Just £15 can provide one person with clean water.[[5]](#footnote-5)[5]

1. [1] [WHO/UNICEF Joint Monitoring Programme (JMP) *Progress on drinking water, sanitation and hygiene: 2017 update and SDG Baselines*](https://washdata.org/reports) [↑](#footnote-ref-1)
2. [2] [WHO/UNICEF Joint Monitoring Programme (JMP) *Progress on drinking water, sanitation and hygiene: 2017 update and SDG Baselines*](https://washdata.org/reports) [↑](#footnote-ref-2)
3. [3] Prüss-Ustün et al. (2014) and The Institute for Health Metrics and Evaluation (2018) [↑](#footnote-ref-3)
4. [4] World Health organization (2012) Global costs and benefits of drinking-water supply and sanitation interventions to reach the MDG target and universal coverage [↑](#footnote-ref-4)
5. [5] www.wateraid.org [↑](#footnote-ref-5)