

TEMPLATE PRESS RELEASE

Below is a template press release which you can send to your local media. You can find the contact details for most of your local news desks online, on the newspaper or radio station's website. To download this press release as a word document visit www.tapintowateraid.org

For any further advice or information, please call 020 7793 2245.



{insert date}10/04/10

PRESS RELEASE: {THE JOHN BARLEYCORN INN TAPS INTO WATERAID

Launching on {10/04/10 }, customers of {the john barleycorn inn } in {Duxford } will be encouraged to make a voluntary donation to WaterAid when they request tap water.

Over 100 establishments are currently taking part in Tap into WaterAid, in which pubs, restaurants and cafés encourage their customers to make a small donation to WaterAid when they order tap water. The suggested donation is 15 pence for a glass or jug of tap water, either added to the customer's bill or collected in money boxes.

{BERNARD LEE }, owner/ of {THE JOHN BARLEYCORN } said:

"I think Tap into WaterAid will be really popular with our customers. Even small donations will make a huge difference to communities living without clean water. I hope more {pubs, restaurants and cafés} in the {CAMBRIDGE } will feel inspired to get involved."

Under the government's new mandatory code for the industry, taking effect on April 6, pubs are forced to provide patrons with free tap water.

Tap into WaterAid project manager Cara Keane said: "We've received some great feedback and enthusiasm about the campaign from pub landlords across the UK already, which is amazing considering it's such a difficult time in the industry.

"It costs just £15 for WaterAid to bring safe water, sanitation and hygiene education to someone in poverty, so the momentum we could create with Tap into WaterAid could literally change lives."

WaterAid, together with the weekly pub newspaper *The Publican*, hopes to raise £50,000 for through the initiative by April 2011. All money raised goes towards WaterAid's life-saving work, helping communities gain access to safe water, hygiene and sanitation throughout Africa, Asia and the Pacific region.

To find out more, visit www.wateraid.org/tapintowateraid or email tapintowateraid@wateraid.org

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For more information contact {BERNARD } on {insert 01223 832699} or email { email Bernard@runapub.com}

Or/ Brenda McIlwraith at WaterAid on 020 7793 2245 or email brendamcilwraith@wateraid.org

Notes to Editors:

WaterAid's vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. We work with partners and influence decision-makers to maximise our impact. www.wateraid.org

- At least **4000 children** die every day as a result of diseases caused by unclean water and poor sanitation.
- **884 million people** in the world do not have access to safe water. This is roughly one in eight of the world's population.
- **2.6 billion people** in the world do not have access to adequate sanitation, this is almost two fifths of the world's population.
- Just **£15** can enable one person to access safe water, improved hygiene and sanitation.