



Client: UNICEF

Publication: *MetroBlogging NYC*

Date: March 16, 2007

Website Views: N/A



[Would you pay \\$1 for tap water? On March 22nd you can.](#)

posted by [Josh Madison](#) at 6:30 AM on March 15, 2007 Don't worry, it's all for a good cause, and it's all voluntary.

The United Nations has declared that March 22nd of every year is World Day for Water, and countries are "invited to devote the day to activities related to the conservation and development of water resources". In that spirit, the U.S. Fund for UNICEF created "[The Tap Project](#)" which will invite you to "pay" \$1 per person for tap water at [participating restaurants](#), over 100 of some of the best that NYC has to offer.

The donation will help UNICEF provide safe drinking water to children around the world. According to The Tap Project:

With \$1, UNICEF can provide 40 liters of safe drinking water, which is enough to give one child safe drinking water for 40 days, or forty children safe drinking water for one day.

With \$1, UNICEF can provide 100 water purification tablets to provide clean water for children in crisis situations.

You know, this isn't a bad idea. It's a relatively small amount of money to ask for, especially compared to the average cost per person at many of the participating restaurants. I only hope that the participating restaurants point out the voluntary nature well in advance of the check, maybe a placard on the table and the waiter pointing it out and explaining the key facts as he/she introduces themselves or during the ordering process, otherwise, there might just be a fight or two heading their way.

The Tap Project points out an interesting fact about NYC tap water:

Tap water is more stringently monitored and more tightly regulated than bottled water. New York City tap water, for example, was tested 430,600 times during 2004 alone. Considering that there were 366 days that year (leap year), that means that there were 1,176.5 tests per day, 49 per hour, or about 4 tests every 5 minutes. That's a lot of testing.