



February 13, 2008

Shoulder the Tap

Campaign will let restaurant patrons donate to drinking-water project

Mark your calendars for the week of March 16, when diners at participating restaurants can choose to drink local tap water instead of bottled water and donate \$1 to the Tap Project. Proceeds from the project benefit Unicef's efforts to provide clean drinking water to children in developing countries. The Tap Project was started pro bono last year by New York boutique exec David Droga; it raised \$100,000 in New York last year, will go forth in more than a dozen additional cities next month, and may go global in 2009.