



## **Join New Yorkers and Restaurants in 'Water Week' to Help UNICEF Provide Clean Water to Children Around the World**

Restaurants Nationwide Unite to Support UNICEF's Water Programs for Children Around the World

*Grassroots Initiative Calls For Restaurants to Invite Customers to Donate \$1 for Tap Water They Usually Enjoy For Free*

*Volunteer Drive Draws More Than 1,300 Nationwide*

– Next month, the Tap Project ([www.taproject.org](http://www.taproject.org)) goes nationwide with thousands of food and beverage outlets participating to help UNICEF provide clean water to children around the world. Slated to take place during World Water Week 2008 (March 16-22), the grassroots initiative invites individuals to donate \$1, or more, for the tap water they normally get for free at participating restaurants.

Thousands of New Yorkers and 300 restaurants took part in the first Tap Project on March 22, 2007, raising over \$100,000. This year, the U.S. Fund for UNICEF will engage communities by mobilizing volunteers nationwide with the goal of raising awareness of the Tap Project and recruiting restaurants to participate in the initiative. So far, more than 1,300 volunteers have signed up to recruit restaurants and promote the Tap Project, with dozens being added every day to the roster. American Express, the project's National Supporter, will work with UNICEF to engage its restaurant partners and trade constituents about how they can be a part of the Tap Project.

More than one billion people do not have access to clean water or adequate sanitation and one in five of them are children. Eighty percent of all illness and infant mortality is due to waterborne disease. Lack of clean water is the second largest killer of children under five.

UNICEF works in more than 90 countries around the world to improve access to safe water and sanitation facilities in schools and communities, and to promote safe hygiene practices. Over the past 15 years, more than a billion people gained access to improved drinking water and sanitation facilities. UNICEF's goal is to reduce by half the proportion of people without sustainable access to safe water and basic sanitation by 2015. A little goes a long way – for example, 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.

The Tap Project is made possible, in part, through the support of American Express, Turner Broadcasting, Esquire magazine, opentable.com, and Rotary's Water & Sanitation Rotarian Action Group (WASRAG).

### About World Water Day

In December of 1992, the United Nations General Assembly declared March 22nd of each year World Day for Water. Countries were invited to devote the day to concrete activities such as the promotion of public awareness, conferences, round tables, seminars and expositions related to the conservation and development of water resources. The theme for World Water Day 2008 is "Year of Sanitation" and the Tap Project is proud to help. For more information on WWD, see <http://esa.un.org/iys/> and [www.un.org/waterforlifedecade](http://www.un.org/waterforlifedecade)

For more information, visit [www.taproject.org](http://www.taproject.org)