

**PRESS RELEASE**

**For Immediate Release**

**Date**

**Example**

**Local [Insert place] Nottingham woman [Insert name] Anna Smith [Insert event details] attempts to swim a marathon over 12 weeks for charity**

[insert 2 or 3 photo thumbnails]

Text – opening paragraph should explain who, what, where, when, why. *Example:*

*Anna Smith is attempting WaterAid’s Swim Marathon, where she will swim 26 miles over a twelve week period to raise money for international charity WaterAid, starting on Tuesday 1 August.*

*Anna from Nottingham hopes to raise over £2,000 for the charity, which works to ensure everyone, everywhere has access to clean water, decent toilets and good hygiene. The Swim Marathon – in in which participants choose to swim in pools, lidos or open water – takes place every year, this year starting on 1 August and ending on 24 October. Anna will complete the challenge, described as ‘the Everest of swimming’, in her local pool.*

*Anna has been training for the challenge for the last three months at the local pool she intends to complete the challenge in, the Beechdale Swimming Centre. She has organised several local fundraising activities, including a 12-hour swimathon with her former school, Nottingham Girls High School, which saw over 100 pupils take part and raise over £500.*

**[Insert name] said:**

*“Quote about the activity and why supporting WaterAid.”*

*Example:* “*I am excited to be undertaking the huge challenge of swimming a marathon over a 12-week period and have been training very hard. While I tackle this mentally and physically intense challenge, millions of people around the world still do not have access to clean water. I’m proud that my fundraising efforts will raise vital money for WaterAid and their vision of a world where everyone has access to clean water, decent toilets and good hygiene”.*

*Insert call to Action. example:* To support Anna Smith in her challenge to swim 26 miles and donate to WaterAid please visit [Insert link to fundraising page] [www.justgiving.com/xxxx](http://www.justgiving.com/xxxx).

**ENDS**

**For more information, please contact:**

For more information, please contact [insert contact details]. Or call WaterAid’s after-hours press line on +44 (0)7887 521 552 or email pressoffice@wateraid.org.

**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 27 countries to change the lives of the poorest and most marginalised people. Since 1981, WaterAid has reached 28 million people with clean water and 29 million people with decent toilets.

For more information, visit our website [wateraid.org/uk](https://www.wateraid.org/uk), follow us on Twitter [@WaterAidUK](https://twitter.com/WaterAidUK), [@WaterAid](https://twitter.com/wateraid?lang=en-gb) or [@WaterAidPress](https://twitter.com/WaterAidPress), or find us on [Facebook](https://www.facebook.com/wateraid/), [LinkedIn](https://www.linkedin.com/company/wateraid) or [Instagram](https://www.instagram.com/wateraid/).

* 771 million people in the world – one in ten – do not have clean water close to home[[1]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn1).
* Almost 1.7 billion people in the world – more than one in five – do not have a decent toilet of their own[[2]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn2).
* Over 300,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. That's more than 800 children a day, or one child every two minutes[[3]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn3).
* Investing in safely managed water, sanitation and hygiene services provides up to 21 times more value than it costs[[4]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftn4).
* [[1]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftnref1) WHO/UNICEF (2021) Progress on household drinking water, sanitation and hygiene 2000-2020. Joint Monitoring Programme. Geneva: World Health Organisation.
* [[2]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftnref2) WHO/UNICEF (2021) Progress on household drinking water, sanitation and hygiene 2000-2020. Joint Monitoring Programme. Geneva: World Health Organisation.
* [[3]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftnref3) WaterAid calculations based on: Prüss-Ustün A, et al. (2019). Burden of Disease from Inadequate Water, Sanitation and Hygiene for Selected Adverse Health Outcomes: An Updated Analysis with a Focus on Low- and Middle-Income Countries. International Journal of Hygiene and Environmental Health. vol 222, no 5, pp 765-777. AND The Institute for Health Metrics and Evaluation (2020) Global Burden of Disease Study 2019. Seattle, WA: University of Washington.
* [[4]](https://ukc-word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en%2DUS&rs=en%2DGB&wopisrc=https%3A%2F%2Fwateraid.sharepoint.com%2Fsites%2F78aqkc7m%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F6aa6c8a14bd34b9b802b831bf56e4ec4&wdenableroaming=1&mscc=1&hid=06B972A0-D034-5000-4C28-D114AA7D6537&wdorigin=ItemsView&wdhostclicktime=1666873268214&jsapi=1&jsapiver=v1&newsession=1&corrid=6ea549c7-0203-4e10-b7f7-927510994335&usid=6ea549c7-0203-4e10-b7f7-927510994335&sftc=1&cac=1&mtf=1&sfp=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush&rct=Medium&ctp=LeastProtected#_ftnref4) WaterAid. (2021) Mission-critical: Invest in water, sanitation and hygiene for a healthy and green economic recovery.