**PRESS RELEASE**

**For Immediate Release**

**[Insert date]**

**[name] from [town] takes on the 2.6 challenge   
and raises £XXX for WaterAid**

[Name], [age] from [xxx town] has [insert 2.6 activity, e.g. Walking 26 miles in a week] and [raising/donating £XX] for international charity WaterAid, which is working to provide urgent clean water and handwashing facilities to help stop the spread of Covid-19 in some of the world’s poorest communities.

[Name]’s efforts were part of the 2.6 challenge – a lockdown-friendly event created by the organised of the Virgin Money London Marathon, which should have taken place on Sunday 26 April. The famous race is the world’s biggest one-day fundraising event; in 2019, more than £66.4 million was raised for thousands of charities, including WaterAid, helping transform lives around the world.

To help people still make a difference and support their favourite charities while events have been cancelled, the public has been asked to dream up their very own challenge, centred on the number 2.6 or 26 and donate £26, or set up a fundraising page.

[Supporter Name] said:

*“[It feels great to be able to do something which will have an impact on those without access to things like soap and water to wash their hands with. I can’t imagine what that must be like, particularly with the threat of coronavirus to worry about.*

*Doing [X Activity] was something I would never have usually thought of - having the 2.6 challenge to focus our fundraising ideas on was really helpful!”*

[Supporter Name] has supported WaterAid for [XX] years and has [insert info about previous support].

Globally, 4 in 10 people don’t have anywhere to wash their hands. WaterAid is racing to reach more communities with clean water and information about good hygiene.

Felicity de Ste Croix, Communities and Volunteering Manager at WaterAid, said:

*“We would like to thank [Supporter Name] for taking part in the 2.6 challenge for WaterAid. The [insert £xx*x] *they raised will help us to protect communities in the face of the coronavirus crisis.”*

Funds raised will help the charity install handwashing facilities in areas where people need them most, making it easier for them to protect themselves and their communities against Covid-19. Just £26 could provide three families in West Africa with handwashing stations and 10 bars of soap, so the 2.6 challenge will have a huge impact.

Other supporters taking part in the challenge have been sharing their activities - whether that’s a 2.6km egg and spoon race, running or cycling 2.6 miles or 2.6km (whilst keeping to the 2m social distancing rule), or making a meal with 26 ingredients - using #TwoPointSixChallenge and tagging @WaterAid.

**ENDS**

For more information, please contact [insert contact details]. Or call WaterAid’s general press line on +44 (0)7887 521 552 or email [pressoffice@wateraid.org](mailto: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 28 countries to change the lives of the poorest and most marginalised people. Since 1981, WaterAid has reached 27 million people with clean water and 27 million people with decent toilets. For more information, visit [www.wateraid.org](http://www.wateraid.org), follow @WaterAidUK or @WaterAidPress on Twitter, or find WaterAid UK on Facebook at [www.facebook.com/wateraid](http://www.facebook.com/wateraid).

* 785 million people in the world – one in ten – do not have clean water close to home.[[1]](#footnote-1)
* 2 billion people in the world – almost one in four – do not have a decent toilet of their own.[[2]](#footnote-2)
* Around 310,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. That's around 800 children a day, or one child every two minutes.[[3]](#footnote-3)
* Every £1 invested in water and toilets returns an average of £4 in increased productivity.[[4]](#footnote-4)
* Just £15 can provide one person with clean water.[[5]](#footnote-5)

1. [WHO/UNICEF Joint Monitoring Programme (JMP) *Progress on drinking water, sanitation and hygiene: 2017 update and SDG Baselines*](https://washdata.org/reports) [↑](#footnote-ref-1)
2. [WHO/UNICEF Joint Monitoring Programme (JMP) *Progress on drinking water, sanitation and hygiene: 2017 update and SDG Baselines*](https://washdata.org/reports) [↑](#footnote-ref-2)
3. Prüss-Ustün et al. (2014) and The Institute for Health Metrics and Evaluation (2018) [↑](#footnote-ref-3)
4. World Health organization (2012) Global costs and benefits of drinking-water supply and sanitation interventions to reach the MDG target and universal coverage [↑](#footnote-ref-4)
5. www.wateraid.org [↑](#footnote-ref-5)