

**PRESS RELEASE**
**For Immediate Release**

**[Insert date]**

**[Name of church/group] organises / raises [insert activity or money raised] to help WaterAid get clean water to communities around the world**

**Download images** [**here**](https://wateraid.assetbank-server.com/assetbank-wateraid/images/assetbox/9ce823a5-a9ce-4090-a22e-7a163087b71b/assetbox.html)

**This Christmas, the congregation of [name of church] is [insert activity and / or money raised] to support WaterAid’s campaign, Access Denied, helping the international charity to bring clean water, decent toilets and good hygiene to some of the world’s poorest communities.**

Every day, millions of people are denied access to these basic amenities, simply because of who they are, how much money they have, or where they live. Without these basics, whole communities are held back while others thrive.

Globally, every minute, a newborn baby tragically dies from an infection caused by dirty water and an unclean environment, while around 800 children die from related diarrheal diseases every day.

**[name of spokesperson] of [name of church] said:**

*“Christmas is a time of year when many of us are reminded of what we are thankful for. Clean water is something we can easily take for granted in the UK and yet for so many people globally, it is out of reach. By fundraising for WaterAid we hope our congregation will be able to make a difference so that babies survive, children thrive, and everyone lives healthier, happier, more fulfilling lives. We all need clean water, no matter where we live.”*

The money raised will help bring life-saving clean water and good sanitation to communities like Ambohimanatrika in Madagascar, where nearly half the population live without clean water and a staggering nine in ten people do not have a decent toilet.

By supporting WaterAid, **[name of church]** will help transform the lives of people like Juliette, who, at 56, has lived in the same village of Ambohimanatrika, Manjakandriana District her whole life, and has never had access to clean water.

Instead Juliette, doting grandmother of 11 grandchildren, works as a porter, often carrying up to 70 kgs a day. When she needs water, she needs to collect it from the bottom of a hill, from a pool of dirty groundwater.

**Juliette said:**

*“We wish that one day we would have clean water, because we are greatly suffering during the rainy season when we go to collect water. The road is slippery and as an old person I sometimes fall on the way to get to water.*

*“My wish for my grandchildren is that they won’t inherit our current life, that they will be successful, that they won’t be porters, that they will have another life.*

WaterAid aims to raise £2 million this winter, which will help protect the health of thousands of people and show governments that quality healthcare and clean water, toilets and hygiene go hand in hand, transforming many more lives.

**Marcus Missen, Director of Fundraising and Communications at WaterAid said:**

*“It’s hard to imagine not being able to turn on the tap for a glass of clean water or to have no decent toilet. But this is the reality for millions of people across the world who are denied access to these basic amenities simply because of who they are, how much money they have, or where they live. This crisis causes diseases that claim the lives of 800 children every single day.*

*“Clean water, decent toilets and good hygiene can change everything for a community. We invite churches to join our Access Denied campaign to fight this injustice so together we can help transform lives.”*

To support the appeal and find out more, visit: [**www.wateraid.org/uk/christmas**](http://www.wateraid.org/uk/christmas)

**ENDS**

For more information, please contact Rosie Stewart, Senior Media Officer, RosieStewart@wateraid.org or +44 (0)207 793 4943. 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 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
* 2 billion people in the world – almost one in four – do not have a decent toilet of their own.2
* Around 310,000 children under five die every year from diarrhoeal diseases caused by poor water and sanitation. That's almost 800 children a day, or one child every two minutes.3
* Every £1 invested in water and toilets returns an average of £4 in increased productivity.4
* Just £15 can provide one person with clean water.5