

**Press release**

**xx January 2024**

**[Mother/father/Job title] from [Manchester] embarks on Just Water challenge for WaterAid**

This January, one determined [mother/father/job title] from [Manchester] has decided not only to abstain from alcohol and forego the fizz but have taken the challenge one step further to drink just water for a whole month. XXXX, [age], from [Old Trafford] in [Manchester] has bravely embraced a detox like no other, cutting out caffeine too and drinking [Just Water](http://www.wateraid.org/just-water) to raise money for international development charity, WaterAid.

Globally, 1 in 10[[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) people lack access to clean water close to home, and climate change is making this worse. The climate crisis is a water crisis, with more extreme floods polluting fragile water sources and longer droughts drying up springs and wells. As a result, mainly women and girls are being put at risk and having to travel further to collect water.

Through its Water Means Life winter appeal, WaterAid hopes to raise £1.8m between November 2023 and February 2024 to help bring water, sanitation, and hygiene to communities on the frontline of the climate and water crisis.

**XXXX, [Insert job title and/or alternative] says:**

*“While many of us might enjoy a tipple or two to get us through the tough times, it’s sobering to think that 1 in 10 people globally don’t have access to clean water.*

*“That’s why I wanted to take on WaterAid’s Just Water challenge and help raise vital funds for communities around the world whichare living without clean water, a decent toilet and good hygiene. I’m sure it will be well worth the sense of achievement at the end of it and it’s good to know that the money we raise will make a difference to people’s lives.”*

XXXX can be sponsored for [his/her/their] efforts at [insert fundraising page link].

**Corinne Stone, WaterAid’s Senior Community and Events Fundraising Officer, said:**

*“Just Water is now in its 11th year! We are so grateful to XXXX for taking part to help communities on the frontline of the climate crisis have access to clean water. The money raised by our valued supporters during January will help to reach even more people with the gift of clean water.”*

WaterAid is inviting people to sign up to Just Water this January, raising money by giving up all drinks other than water for a month, or longer, and giving others the gift of clean water. Please visit [www.wateraid.org/just-water](http://www.wateraid.org/just-water).

**ENDS**

For more information about WaterAid, please contact the 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 22 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.

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