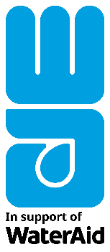
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**Press release**

**January 2021**

**Hardy Mancunian washes away the January lockdown blues with … Just Water for WaterAid!**

When the Prime Minister made his third lockdown announcement on 4 January, thousands of people across the UK who, just days before, had committed to a so-called ‘dry January’, found themselves boldly reaching for the dry gin instead.

While for most of us the thought of dragging ourselves through this tough January is too much to bare without giving in to the tantalising temptation of an evening tipple, one hardy [Mancunian] has decided to challenge themselves further… by drinking Just Water.

Undeterred by the Dark & Stormy months ahead, XXXX, [mother/father/job title], [age], from [Old Trafford] in [Manchester] has bravely ditched the decanter in favour of a detox like no other – abstaining from alcohol, forgoing fizz, cutting out caffeine and drinking [Just Water](https://www.wateraid.org/uk/get-involved/events/just-water) to raise money for international development charity, WaterAid.   
  
Across the world, 785 million people live without clean water close to home, while a quarter of the global population have no decent toilet, and 3 billion do not have access to soap and water at home to help protect themselves against the spread of diseases like Covid-19.

Through its Future on Tap winter appeal, WaterAid hopes to help transform thousands of lives in Ethiopia and across the world with clean water. The UK government will match public donations made by 4 February 2021, up to £2 million, making double the difference in climate-vulnerable communities.

With clean water, families can meet their basic needs, stay safe and healthy, have time to go to school or work, and can grow food even when the weather is unpredictable.

**XXXX, [Insert job title and/or alternative eg who will also be home-schooling her/his/their three children this lockdown] says:**

*“The past year has been a challenging for all of us here in the UK – me and my loved ones included. But 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 in Ethiopia and around the world who are living without clean water, a decent toilet and good hygiene. I’m sure the sense of achievement at the end of it will be well worth it and the money we raise will be matched by the UK Government, doubling the impact we will have around the world.”*

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

**Rachel Bloom, WaterAid’s Senior Community and Events Fundraising Officer, said:**

*“Just Water is now in it’s seventh year but there is no doubt this January will provide the toughest abstinence challenge yet! We are so grateful to XXXX for taking part in the hardest of circumstance and helping to transform lives in Ethiopia and globally. We’re hoping to raise over £40,000 for our Future on Tap appeal. The money raised by our valued supporters during January will be matched by the UK Government donations, up to £2 million, helping 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/justwater](http://www.wateraid.org/justwater).

**ENDS**

For more information about WaterAid, please contact the after-hours 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)

**UK Aid Match**

UK Aid Match brings charities, the British public and the UK government together to collectively change the lives of some of the world’s poorest and most vulnerable people. It is designed to provide opportunities for the UK public to engage with international development issues and to allow the British public to have a say in how UK aid is spent, whilst boosting the impact of the very best civil society projects to reach the poorest people in developing countries.  
  
For every £1 donated to a UK Aid Match charity appeal by an individual living in the UK, the UK government will also contribute £1 of UK aid, up to £2 million, to help these projects go further in changing and saving lives.

Over the last six years, 111 organisations from across the UK have run UK Aid Match projects in 36 countries, helping around 25 million people\*.

Match funding from the UK government will be used to bring sustainable water, toilet and hygiene facilities to climate-vulnerable communities where a lack of these basics is putting lives and livelihoods at risk. The project will include constructing flood-resistant community water points and accessible water and sanitation facilities in schools and health centres, as well as training communities to manage the facilities. This includes:

* Form and train community WASH committees
* Renovate the existing spring development with flood protection
* Construct flood resistant community water points
* Install a new solar pumping system
* Construct gender and disability responsive WASH facilities in 3 Health Posts and 5 Schools
* Provision of portable water quality test kits and training

\*statistics accurate as of September 2020

WaterAid and WaterAid Trading will use your personal details to communicate with you in the ways you have agreed to, and as explained in our Privacy Policy. You can withdraw your consent at any time. To change your preferences, or request to stop receiving communications please contact Rosie Stewart at [RosieStewart@wateraid.org](mailto:RosieStewart@wateraid.org) or call +44 (0)207 793 4965 or email [pressoffice@wateraid.org](mailto:pressoffice@wateraid.org) . For full details, including information about your privacy rights, see our Privacy Policy at [www.wateraid.org/uk/privacy](http://www.wateraid.org/uk/privacy).

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)