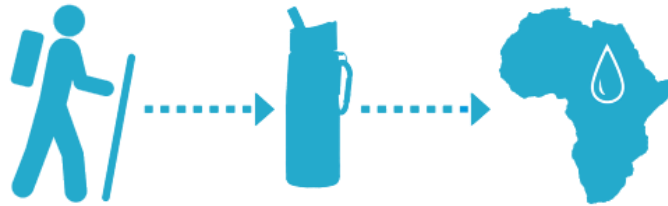


Buy a LifeStraw® - Make an Impact

For every LifeStraw® purchase, a child in Africa receives clean water for an entire school year

- In 2014 more than 125,000 school children in Kenya will receive clean and safe drinking water from the funds generated by the sale of LifeStraws.
- During a massive campaign in October 2014 a total of 299 schools will be provided with 1,642 LifeStraw Community filters.



- Kenya is one of the top 10 countries in the world with the largest population of people without access to safe, clean water.
- LifeStraw® Community is specifically designed to deliver clean and safe water to schoolchildren by removing pathogens, bacteria and dirt from the water.



FACTS:

- 784 million people live without the access to clean drinking water, and 5,000 children die daily due to contaminated water.
- A comprehensive program to improve school water quality results in a nearly 50% reduction in diarrheal illness.
- Safe, clean water in schools results in a 42% reduction in absence.
- In many developing countries school-age girls are tasked with gathering water. Reducing this burden directly increases the amount of time girls are in school learning.

For further information, please contact Nicolaj Due at WaterNlife (nd@waternlife.com). WaterNlife is the exclusive distributor of LifeStraw products in Europe, Turkey, Russia and Japan. (www.waternlife.com)

High-resolution images can be found at: https://www.dropbox.com/sh/4sa9unmbdli0dh0/AAABlqK53XyKIU9wXK0Lv4h_a?dl=0

References:

UNICEF and World Health Organization (2012). Progress on Drinking Water and Sanitation: 2012 Update. WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation. United Nations Children's Fund, 'Pneumonia and Diarrhea: Tackling the deadliest diseases for the world's poorest children', UNICEF, New York, June 2012. Baseline Survey (2010) of the 22 UNICEF WASH Programme districts.