

# Good Citizenship

## Turning On The Tap To Save Lives

(NAPSA)—Waterborne illnesses are the second-leading cause of preventable childhood deaths in the world—killing almost 4,000 children every day. Fortunately, the UNICEF Tap Project is helping to provide safe, clean water to children around the world—and you can drink a glass to its success.

During World Water Week, March 19–25, dining patrons can pay \$1 or more for the tap water they usually enjoy for free at participating restaurants. With \$1, UNICEF can provide a child with access to clean, safe water for 40 days, or 40 children with access to safe water for one day.

“In communities without access to a safe water source and adequate sanitation, disease can spread with lethal swiftness,” said President and CEO of the U.S. Fund for UNICEF, Caryl Stern. “Today, for too many of the world’s children, clean water can mean the difference between life and death.”

For the third year, Giorgio Armani Fragrances returns as national sponsor of the UNICEF Tap Project as part of its Acqua for Life campaign, to raise awareness and funds to help UNICEF improve access to safe, clean water for children worldwide. During the month of March, the company will donate \$1 for each Acqua di Giò for Men and Acqua di Giòia for Women spray cologne or gift set purchased in the U.S., and \$1 for the first 100,000 people who “like” the Acqua for Life page on Facebook. Also, new to the program this year, for each 10-ml Acqua di Giòia Rollerball Eau de Parfum purchased in the U.S., the company will donate 100 percent of the retail sales price—up to \$15 per item—to the U.S. Fund for UNICEF, while supplies last.

Since 2007, more than 10,000 UNICEF Tap Project volunteers have provided their time and creative solutions to build awareness and drive donations for water and sanitation programs in Belize, the



**“In some parts of the world, clean water can mean the difference between life and death.”**

Central African Republic, Côte d’Ivoire, Guatemala, Haiti, Iraq, Togo and Vietnam.

Once again, the project will benefit from promotional support by ZAGAT.com, OpenTable.com, Seamless.com and Yelp.com.

All print advertisements for the UNICEF Tap Project will feature the work of internationally recognized artist Tavis Coburn. A new public service announcement was directed by the international commercial director Brent Harris and supported by Egg Films of Cape Town, South Africa and Skunk of Los Angeles, Calif.

Supporters can learn more by visiting [www.uniceftapproject.org](http://www.uniceftapproject.org).

Working in more than 150 countries, UNICEF provides children with health and immunizations, clean water, nutrition, education, emergency and disaster relief. Since 1990, more than 2 billion people have gained access to improved drinking water and 1.8 billion people have gained access to improved sanitation facilities. UNICEF has made a major contribution to this figure through its work with governments and partners around the world.

For more information, visit [www.unicefusa.org](http://www.unicefusa.org).