

## Clean Water for a Healthy World

**More than 1 billion people worldwide still have no access to clean and safe drinking water. Unsafe drinking water is the biggest killer of children under the age of five. The highest number of hospital beds throughout the world are taken up by people suffering from water-borne diseases such as typhoid and cholera.**

In the light of such statistics, at the 1992 United Nations Conference on Environment and Development (UNCED) it was recommended that, annually, on the 22<sup>nd</sup> March, an International World Water Day is held, focusing World attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. The theme this year is '**Clean Water for a Healthy World**'.

This year's World Water Day is seeking to raise awareness about sustaining healthy ecosystems and human well-being through addressing the increasing water quality challenges in water management and also to raise the profile of water quality by encouraging governments, organisations, communities and individuals around the world to proactively engage in addressing water quality.

One Essex-based company, the commercial arm to a UK-registered Christian charity working in a number of African countries, is seeking to address the quality of drinking water through the development of a simple, low-cost, but highly effective means of filtering unclean freshwater, making it safe for consumption. Using the well proven technology of a ceramic candle filter, impregnated with colloidal silver, unsafe and impure drinking water is transformed into palatable and purified water within minutes. As the water passes through the ceramic filter, the silver content destroys 99.99% of harmful bacteria and cysts which cause life-threatening diarrhoeal diseases. Cleanwater Ltd. provides two types of water purification kits, both of which use the same simple technology. The first kit, which is designed to be coupled with plastic bins, readily available in most developing nations, can turn a dustbin full of unclean water into one of pure drinking water overnight. This kit has transformed the lives of thousands of households, schools, clinics and churches in East Africa and India over the past five years. One nursery school in the hill country of Kibanda, Western Uganda saw absenteeism due to sickness amongst its pupils fall from around 50% to 5% within just a few days of introducing the Cleanwater kit. The second kit, which comes ready assembled, with the ceramic filter connected inside a heavy-duty plastic bag, has been designed for emergency water crises, aid field workers, Western flooding situations (as experienced in June 07 in several parts of the UK), and camping and trekking. This kit is presently being field-tested by Oxfam water engineers in Ethiopia.

For more information on the Cleanwater filters visit **[www.cleanwaterkits.com](http://www.cleanwaterkits.com)**

Information and teaching resources, including the official six page brochure for this year's World Water Day Ceremony in Nairobi, Kenya, can be downloaded from **[www.worldwaterday2010.info](http://www.worldwaterday2010.info)**. The brochure is available in a number of languages, including English, Spanish and Russian.

Editorial prepared by: Roger London (Managing Director of Cleanwater Ltd.)

Date: 05/03/10

Email: [roger@cleanwaterkits.com](mailto:roger@cleanwaterkits.com)

Mobile: 0750 366 7360

High definition photographs – Click below link to download (3 images total size - 17MB)

[http://www.cleanwaterkits.com/Downloads/Cleanwater\\_HighDef.zip](http://www.cleanwaterkits.com/Downloads/Cleanwater_HighDef.zip)



Cleanwater kit in use at a training event in Soroti, Uganda



Tasting the filtered water, Ndola, Zambia



Cleanwater's emergency bag filter

Filename: News Editorial for World Water Day 2010  
Directory: C:\Users\RIBshare\Desktop  
Template: C:\Users\RIBshare\AppData\Roaming\Microsoft\Templates\Normal.  
dotm  
Title:  
Subject:  
Author: Windows User  
Keywords:  
Comments:  
Creation Date: 05/03/2010 06:31:00  
Change Number: 19  
Last Saved On: 10/03/2010 17:38:00  
Last Saved By: RIBshare  
Total Editing Time: 231 Minutes  
Last Printed On: 11/03/2010 10:28:00  
As of Last Complete Printing  
Number of Pages: 2  
Number of Words: 585 (approx.)  
Number of Characters: 3,336 (approx.)