



## MEDIA RELEASE

### Second Annual World Water Day Event in Welland

**For Immediate Release – March 20, 2008 – 4:00 p.m.**

**Welland** – The City of Welland will be hosting its 2nd Annual observation of World Water Day this Saturday, March 22, from 10:00 a.m. to 2:00 p.m. in the Seaway Mall Atrium at the entrance to Zellers.

According to a press release issued by Unicef, 62% of Africans do not have access to proper toilet facilities which separate human waste from human contact – this year’s theme for World Water Day is “Sanitation Matters”.

It will be a busy day on Saturday at Seaway Mall where Welland’s citizens can participate in a variety of activities designed to encourage reflection on the impact of the world water crisis. Many activities are planned, including:

- Displays and information from the Council of Canadians who promote fair trade, clean water, energy security, public health care, and other issues of social and economic concern to Canadians
- Blind taste test of bottled water vs. tap water put on by the Brock Public Interest Group
- Registration for Earth Hour (March 29 – 8 to 9 p.m.) facilitated by the Environmental Club from Jean Vanier Catholic Secondary School
- The City’s Water Conservation and Efficiency Committee will be promoting the City’s rain barrel program and washing machine and toilet rebate programs as well as taking advance orders for rain barrels. The Committee will also be assisting in promoting upcoming “Smart Gardening” workshops.
- Interactive Displays put on by the Region of Niagara as a result of the Water Festival
- Draws for books that deal with water issues from Maude Barlow (water expert and author)– Blue Covenant, and Tony Clarke (executive director of the Polaris Institute)– Inside the Bottle
- Four short documentaries will also be presented on a big screen television donated for the event courtesy of Zellers – Tapped Out, Dead in the Water, Thirst, and Troubled Water.

“Last year was the City’s first observance of World Water Day and was an incredible success that brought increased awareness to issues both local and worldwide regarding the importance of having access to clean, safe water,” says Councillor Paul Grenier. “I’m happy to see that this is becoming an annual event in Welland and I encourage everyone to come out to the World Water Day event this weekend.”

The goal of World Water Day is to draw attention to the plight of more than 1 billion people world wide that lack access to clean, safe water. Visit [www.unicef.org](http://www.unicef.org) for more information on World Water Day.

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