FOR IMMEDIATE RELEASE

Contact: Heather Sabharwal
hsabharwal@childfund.org
804-756-8994

ChildFund International Lends Voice to Global Water Crisis
Shares personal stories in documentary by Procter & Gamble, National Geographic

Richmond, Va. (March 22, 2018) – ChildFund International joined the movement to bring attention to the global water crisis by sharing personal stories in a documentary premiering today. P&G and National Geographic created “The Power of Clean Water,” which highlights the daily challenges of three women in accessing clean drinking water. The film shares experiences from people who benefit from P&G’s Children’s Safe Drinking Water Program.

“From disrupted schooling to waterborne disease and worse, ChildFund International understands how the lack of clean water hurts children,” said Anne Lynam Goddard, ChildFund’s President and CEO. “Thanks to the Children’s Safe Drinking Water Program, we can tell a different story about how clean, drinkable water can change lives for the better.”

ChildFund International partners with P&G to provide clean drinking water to vulnerable children and families in 10 countries in Africa, Latin America and Asia. ChildFund’s portion of the film centers on a woman and her family in rural Indonesia and how their lives have improved. The 44-minute documentary can be accessed online - https://youtu.be/5vsqVqsZ3Po.

International organizations CARE and World Vision also appear in “The Power of Clean Water,” with stories from Kenya and Mexico respectively. The documentary’s premiere underscores a new survey by P&G showing Americans’ low awareness around the challenges of attaining clean water. 844 million people around the world still do not have access to clean water.

***

ChildFund International partners with communities throughout Asia, Africa and the Americas – including the United States – to create lasting, positive change for children. Our programs address the underlying conditions that prevent children and youth from achieving their full potential. Last year, we reached almost 18 million children and family members. Approximately 200,000 Americans support our work by sponsoring individual children or investing in ChildFund programs. Within the U.S. government, we advocate to elevate and advance the issues of international child protection and child well-being across U.S. foreign assistance policy and funding priorities. Find out more at www.ChildFund.org.