



**UK Government aid to PROCTER & GAMBLE (P&G) saves children's lives through clean water in Haiti**



**World Water Day, 22<sup>nd</sup> March 2005,** Weybridge, The UK's Department for International Development (DFID) has awarded a grant of £225,000, through the Business Linkages Challenge Fund, to P&G Health Science Institute (NYSE:PG) and its partner Population Services International (PSI)

to save lives in Haiti by using PuR Purifier of Water to provide safe drinking water.

Today marks World Water Day, as well as the launch of the UN International Decade for Action "Water for Life", designed to highlight the World Health Organisation's concern that more than one billion people lack safe water and an estimated two million children die each year because of diarrhoeal diseases, which could be prevented by safe drinking water.

PuR is a simple, low-cost water purifier which has already saved countless lives by supplying more than 200 million litres of drinking water in emergency situations throughout the world – particularly in Tsunami hit regions, as well as other countries such as Botswana, Chad, Malawi, Liberia and Zimbabwe.

So far, PuR sachets have provided almost 3 million litres of drinking water to Haiti, which has long suffered from access to clean water, with the problem exacerbated throughout the last year due to civil unrest, severe flooding and heavy damage from hurricanes. This timely grant should not only reduce the number of Haitians suffering from illnesses such as diarrhoea and cholera induced by drinking contaminated water by

up to 50 per cent, but with diarrhoeal diseases being the primary cause of death in infants, the mortality rate should significantly fall. In this project PuR will be distributed by PSI Haiti through their network of women's groups.

According to P&G's Associate Director for Corporate Sustainable Development in Europe, Dr Peter White, "We are delighted to have received this grant from DFID to really help improve the lives of those in Haiti. With our partners we have made significant progress with PuR and we will continue to focus our efforts in countries where clean water is desperately needed".

Amelia Shaw, PSI Haiti added "In Gonaives, PSI distributed more than 410,000 sachets following the flooding last September. After using PUR regularly for one month, one woman from the flood zone commented, 'Before, my stomach hurt all the time. But now it doesn't hurt anymore. To think, I didn't even know you could live like that, without pain in your belly'".

Welcoming the announcement of the grant, the UK Secretary of State for International Development, Hilary Benn said: "Hundreds of people have been killed and nearly half a million people have lost their homes in the aftermath of the floods in Haiti. Only ten per cent of Haitians get piped water in their homes so our contribution will help to ensure that those affected will now have access to safe drinking water. A water-borne disease such as diarrhoea kills nearly half of all infants in rural areas of Haiti but by working in partnership with P&G Health Science Institute and NGO's we will give people a better quality of life and hope for the future".

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**For further information please contact:**

P&G Press Office on 0191-2976262

### **About P&G**

Procter & Gamble (P&G) is one of the largest consumer products companies in the world. The company has around 110,000 employees working in almost 80 countries

worldwide. Two billion times a day, P&G brands touch the lives of people around the world. P&G provides technical, marketing, and research and development capabilities in relation to its new in-home water purification technology. The PuR Purifier of Water technology was developed in cooperation with the U.S Centers for Disease Control and Prevention (CDC) and has been shown to reduce significantly diarrhoeal illness in the developing world. For more information about PuR, please visit our website [www.pghsi.com](http://www.pghsi.com).

The P&G Health Sciences Institute is dedicated to identifying, developing, and using leading health care technologies in the development of effective products for both the developing and developed world ([www.pghsi.com](http://www.pghsi.com)).

### **About PSI**

Populations Services International (PSI) is a non-profit organisation that combines commercial tools with a social mission of achieving measurable health impact. Since 1972, PSI has used social marketing to improve health and save lives. Through health programmes in more than 70 countries on five continents, PSI distributes affordable, accessible and attractive health products and services, and motivates other types of healthy behaviour, in HIV/AIDS, family planning, malaria, safe water and nutrition. In 2004, PSI's safe water system prevented the deaths of an estimated 40,000 children. For further information, please visit our website at [www.psi.org](http://www.psi.org)

### **About Business Linkages Challenge Fund**

The BLCF supports private sector partnerships that both promote commercial benefits to participating business enterprises and help to reduce poverty. Companies receive funding to increase access to markets, transfer technology, improve competitiveness, or address the policy and regulatory environment for business. It is managed on behalf of DFID by the Emerging Markets Group, an independent firm associated with Deloitte Touche Tohmatsu, with support from Deloitte offices in BLCF target countries, Enterplan, and Project North East. For further information, please visit our website at

[www.businesslinkageschallengefund.org](http://www.businesslinkageschallengefund.org)

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