

## HOPE *in a* BOTTLE

Your toddler is thirsty. You fill a sippy cup with water from your Brita pitcher or your faucet, to which you've attached a purifier just in case the liquid has traveled through an old lead pipe. You wouldn't want to foster some disease that might strike decades down the road.

Imagine that your parched toddler needs water but you have none or that the water you have may kill him. Tomorrow.

This is reality for the nearly one billion people in the world who have no access to clean water. Every day 9,000 people—mostly children—die from drinking contaminated water.

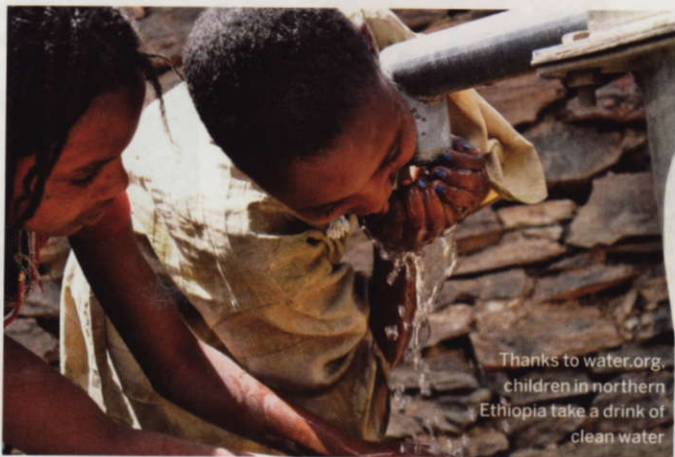
When an old classmate from business school introduced Greenwich resident Andy Sareyan to Water Partners International, which has since merged with Matt Damon's H2O Africa to form Water.org, Sareyan joined the board. "I felt the desire to give back and believed in the leadership and the scope and depth of what they were doing. The magnitude of the problem is enormous, but it's solvable. Because access to clean water isn't an issue in the U.S., the problem is out of sight, out of mind. With my marketing and media background, I thought I could help."

Sareyan, the president of Consumer Brands for Meredith National Media Group, was right. Last spring he came up with an idea: a Water.org water bottle to benefit the cause and raise awareness. "We partnered with Camelbak. Then I thought I would just call my friends and colleagues and ask them to carry the bottle in their annual gift guides. They did that—

everyone said yes—but went further, using the bottle to cover the crisis in mainstream media." The sleek bottle, featuring the slogan "Someone bought this bottle so someone else can have clean water," is making appearances at events like the Sundance Film Festival and the New York Food and Wine Festival, at media conferences and on high-profile social networks. "It's exhilarating," says Sareyan.

One hundred percent of profits go to Water.org's innovative projects around the world. Sareyan encourages fellow Greenwich residents to go to [water.org](http://water.org), get informed, donate and do their Christmas shopping at [gift.water.org](http://gift.water.org) (BPA-free plastic bottle: \$18.99, stainless steel: \$24.99). It takes a mere \$25 to give someone water for life.

—Jill Johnson



Thanks to water.org, children in northern Ethiopia take a drink of clean water.