

FOR IMMEDIATE RELEASE

## **AFRISAM ADVERTISING KEEPS CLEAN WATER FLOWING**

Access to clean drinking water is imperative for human survival; but more than one billion people worldwide do not have access to clean water. Poverty-stricken communities fall victim to water-related diseases, taking the lives of 6000 people a day worldwide and causing 80 percent of all sickness in the world.

The drinking water crisis falls especially hard on women and girls. Millions of children, mostly girls, miss school because they must walk as far as 10 km each day to get water and care for relatives who have fallen ill from the use of dirty water. Many also miss school because they are too sick themselves to attend classes and study.

In many communities the water that people need exists; however, it is located deep underground where it is impossible to reach without a well and pump. All this can change with the innovative and sustainable PlayPump® water system.

## **How does the PlayPump® water system work?**

The PlayPump® water system is a children's merry-go-round attached to a water pump. As kids play and spin, clean water gets pulled up from underground into the 2500 litre storage tank, standing seven metres above the ground.

A simple turn of the tap pours the water out, making it easily accessible for both adults and children. Excessive water is diverted from the storage tank back down into the borehole. If someone wants water while the kids are not playing, an adult can easily spin the merry-go-round by hand.

Providing a clean water solution, PlayPump® systems are usually installed near schools or in the middle of rural communities in Africa where sanitation is poor. Benefits of the PlayPump® water system are threefold providing access to clean, safe drinking water, reducing barriers to education and promoting valued play and interpersonal skills amongst the youth.

With more than 1200 PlayPump® systems already installed in rural parts of South Africa, Mozambique, Lesotho, Swaziland and Zambia, the power of children's play is bringing clean water to approximately two million people.

By 2010, the combined efforts of PlayPumps International and the international organisations or individuals that fund the set-up of the PlayPump® systems aim to have installed 4000 pumps in 10 countries in Sub-

Saharan Africa, bringing clean drinking water to up to 10 million people.

Expansion over the next few years will bring PlayPump® systems to Ethiopia, Kenya, Malawi, Tanzania, and Uganda.

### **AfriSam's contribution to improving the lives of millions**

In addition to providing easy access to drinking water, one of the best parts of the system is that it pays for itself. All four sides of the storage tank carry billboards for advertisements. Space around the water tanks is rented to different companies, provided that two of these spaces are reserved for positive social and educational messages, such as the importance of washing your hands and HIV/AIDS awareness.

If a pump breaks, the money from this advertising pays for any repairs.

AfriSam will be using the advertising space on 20 of these sites around South Africa (Eastern Cape, KwaZulu-Natal, Limpopo, Northern Province, North West) to communicate a social as well as a corporate message and assist PlayPump International in making a difference to rural communities in Sub-Saharan Africa.

For more information visit [www.playpumps.org](http://www.playpumps.org)

CAPTION FOR PLAYPUMPS: As kids play and spin on the merry-go-round, clean water gets pulled up from underground into the 2500 litre storage tank.

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