



Press Release from Craggan Outdoors

Craggan Outdoors is a proud supporter of Water for Kids, a small charity which works to provide safe water, sanitation and health education to children and communities in a number of developing countries. It is currently involved in projects in working in Uganda, Zambia, Rwanda, Sierra Leone and Kenya and has worked in Peru, Tanzania, India and The Gambia.

Being fortunate to live in a country where we take the provision of safe water and sanitation for granted, at Craggan Outdoors we think it right to use the fact that we have a business that uses our abundance of water for leisure purposes, to highlight the developing world's most basic need....the provision of safe water.

It is estimated that close to 1 billion of the world's population – that's 1 in 8 people - lack access to safe water. It is also estimated that each year around 3.6 million people – over half being children - die from water-related illness, 98% in the developing world. Lack of safe water claims more lives each year than war! Every 15 seconds a child dies from water-related disease.

So how do we help Water for Kids? And if you are taken with our cause, how can you help further? On our side, for every person that undertakes a water-based activity session at Craggan Outdoors – that's gorge walking, kayaking, raft building, River Spey canoeing, & white water rafting – we will donate 50p to Water for Kids. In 2010 we expect that total to be in excess of £700. If you would like to add to this total, then let us know when you are booking & we can add whatever donation you wish to make to your booking.

Alternatively, please visit [Water for Kids](#) yourself to find out more about their work and to donate privately. Every pound spent on provision of safe water is estimated to have an eight-fold economic benefit by the time it reaches a community in the developing world, so the more that you give, you can clearly see the more benefit your donation is having! We trust that you will agree with us that this is an extremely worthwhile cause. Source of all statistics: water.org