

wash away POVERTY with Nika water



It's easy to take water for granted.

Whether it's from the tap or from a bottle, we're never far from a source of clean water. But for more than a billion people living in the developing world, clean water and even basic sanitation are luxuries they cannot afford.

That's where you and NIKA water come in.

NIKA is a brand new, eco-friendly bottled water company—and they want your help!

Student philanthropists are encouraged to visit www.nikawater.org to get involved selling and promoting NIKA water. Young entrepreneurs can learn how to organize, lead and implement their own business and will earn "charity points," which can later be exchanged for donation and charity items.

By promoting NIKA water, you'll be helping in the fight against global poverty. NIKA will donate 100 per cent of profits to clean water and sanitation programs that will help thousands of people in the developing world. An estimated 4,500 people die from water-borne diseases every day. Tragically, 90 per cent of these deaths are children under the age of five. Clean water and sanitation programs are urgently needed.

Scheduled to launch in October, NIKA water will give consumers a responsible choice in the \$12 billion a year bottled water industry. They will also offset 100 per cent of their carbon footprint from manufacturing by planting trees in a "NIKA Forest."

Whether you choose to get involved as an entrepreneur, or just by picking up a bottle next time you're at the store, with NIKA water, helping the world never tasted so good.



Global water situation inspires three families to create NIKA

Nina Church, 15, volunteers in Kenya to help build a school.

If the annual \$12 billion bottled water industry shows no sign of slowing down, then give them an option that will make a difference. That, and the fact that 20 per cent of the world's population lacks access to clean water, is the inspiration behind NIKA.

"Given that people continue to buy bottled water," says Jeff Church, "NIKA is an eco-friendly option, which funds water projects around the world."

NIKA is a family social business, founded by the families of Jeffrey Church, David Perez and Mike Stone in San Diego. Their kids also play a big part in the concept and entrepreneurial nature of the business.

Nina Church, 15, and Josh Church, 14, feel a particular connection to the goals of NIKA. They spent time in Kenya seeing Free The Children's development work in June. They also recognize the difference one person—a young person—can make

"There's definitely a need for kids to feel like they're making a concrete difference," says Nina. She and her brother Josh have worked hard to create youth-friendly presentations about NIKA and how other young people like them can get involved.

"If people are going to drink bottled water, why not drink the one that's going to help the world?"

By TJ Arch