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Local NGO Launches First San Diego Walk for Water

PCI joins forces with high school students to promote global water awareness issues

SAN DIEGO – February 19, 2009 – To acknowledge World Water Day and raise awareness of the current global water crisis, Project Concern International (PCI) is leading the first San Diego Walk for Water along with its partner and event presenting sponsor Nika Water. The 5k walk will be held at De Anza Cove in Mission Bay on Sunday, March 22, 2009, beginning at 10:00 a.m. During the event, walkers can choose to carry buckets of water to simulate the journey that women and children make every day in countries around the world to obtain water. Registration is open to the public and free to all those who wish to participate. Donations from the event will go towards the building of a system of wells in Nicaragua. The City of San Diego Water Conservation will also provide information on how and why to conserve water here in San Diego.

To grow local awareness of this event and bring attention to the billions of people who lack access to clean water around the world, PCI has joined forces with students from La Jolla Country Day School, The Bishops School, Francis Parker School, High-Tech High School, San Diego High School, Hoover School and the Sudanese Refugee Center, all of whom will hold rallies at their schools prior to the walk and plan to participate in the event.

Following the walk, participants can sign a symbolic declaration that will be sent to President Barack Obama's Administration in an effort urging them to continue funding programs that provide access to clean water for people living in poverty.

"Every fifteen seconds, a child dies of water-borne disease in the developing world. Safe drinking water, improved sanitation facilities and personal hygiene education are essential blocks in stemming the tide of poverty for many families and communities," said George Guimaraes, President and CEO of Project Concern International. "We hope this event will raise awareness of these critical issues and inspire people to help make a difference for those living in poverty around the world."

Nika, an eco-friendly premium bottled water brand, is taking a unique approach to selling its products by donating 100% of its profits to alleviate global poverty. Nika will initially focus on projects that bring clean water and safe sanitation to underprivileged areas around the world. Project Concern International is proud to join forces with Nika Water on a project so vital to millions of people.

People can learn more the San Diego Walk for Water, sign up, or donate at www.ProjectConcern.org/WWD09.

Project Concern International (www.ProjectConcern.org) is a San Diego-based health and development organization dedicated to saving lives and building healthy communities around the world. With over 47 years of experience, Project Concern International reached more than 4.5 million people in 2008 through life-saving programs in Asia, Africa, and the Americas.