



**EMBARGOED TILL 7PM, 1 JUNE 2014**

## **Singapore International Water Week taps on social media to support world water cause**

*The first of its kind in the global water space, **#SIWWPledge** aims to leverage the power and influence of social media to rally the global community towards the water cause*

**Singapore, 1 June 2014** – Harnessing the power and influence of social media, Singapore International Water Week (SIWW) 2014 will see the debut of an innovative corporate social responsibility campaign to rally the global community towards the water cause. The first of its kind in the global water space, this campaign was introduced as part of SIWW's goal to rally the global community towards finding innovative and sustainable technological and financial solutions to meet safe water and sanitation needs globally.

With water crises being identified by the World Economic Forum as one of the top three global risks of highest concern in 2014, the need for action is greater than ever.

“Through **#SIWWPledge**, we want to do our part to rally the global community towards finding sustainable water and sanitation solutions for the world,” said Mr Maurice Neo, Managing Director of SIWW. “We hope to leverage the power of social media to create greater awareness of water issues amongst the public and steer action towards finding sustainable water solutions.”

Delegates and visitors to SIWW will be invited to make a pledge for water sustainability by writing their messages/pledges for water on a black board, have their photos taken and then uploaded onto [www.campaign.com/siwwpledge](http://www.campaign.com/siwwpledge).

Members of the public can also be part of this global initiative to deliver clean water to people in need by taking the **#SIWWPledge** on the same website.

Sponsors will match every pledge with a S\$1 contribution towards [Water.org](http://Water.org). To date, SIWW and its Founding Sponsors - Black & Veatch, CDM Smith, Keppel Corporation, PWN Technologies, Sembcorp Industries Ltd, Suez Environnement and Veolia Water Technologies and Solutions (SEA) Pte Ltd - have stepped forward to support **#SIWWPledge**.

Co-founded by Gary White and Matt Damon, [Water.org](http://Water.org) is a non-profit organisation that has transformed hundreds of communities in Africa, South Asia and Central America by providing



access to safe water and sanitation. Matt Damon was awarded the World Economic Forum Crystal Award earlier this year for the organisation's efforts to solve the global water crisis.

"Access to water isn't an end in itself. Access to water is access to education, access to work, access - above all - to the kind of future we want for our own families, and all the members of our human family," said Matt Damon, co-founder of [Water.org](http://Water.org). Dr Richard Thorsten, director of international programmes will represent [Water.org](http://Water.org) at SIWW.

Companies and organisations who wish to support this cause can do so by contacting the organizers at email: [syed\\_omar\\_fadzil@pub.gov.sg](mailto:syed_omar_fadzil@pub.gov.sg)

The **#SIWWPledge** campaign will run from 1 to 30 June 2014.

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**For media enquiries, please contact:**

Cheryl Yab  
Hill+Knowlton Strategies  
Singapore International Water Week  
Tel: +65 8218 8633  
Email: [cheryl.yab@hkstrategies.com](mailto:cheryl.yab@hkstrategies.com)

Sally Toh  
PUB  
Singapore International Water Week  
Tel: + 65 6731 3108  
Email: [sally\\_toh@pub.gov.sg](mailto:sally_toh@pub.gov.sg)

Dilys Quek  
PUB  
Singapore International Water Week  
Tel: + 65 6731 3124  
Email: [dilys\\_quek@pub.gov.sg](mailto:dilys_quek@pub.gov.sg)

**About Singapore International Water Week**

The Singapore International Water Week (SIWW) is the global platform to share and co-create innovative water solutions. Comprising the Water Leaders Summit, Water Convention, Water Expo, Business Forums, Industrial Water Solutions Forum and TechXchange, it culminates in the presentation of the Lee Kuan Yew Water Prize, a prestigious international water award to recognize outstanding contributions towards solving global water problems. SIWW 2014 will feature discussions on four themes, namely: *Municipal Water*, *Industrial Water*, *Integrated City-Environment-Water* and *Future of Water*. The sixth Singapore International Water Week will be held from 1<sup>st</sup> to 5<sup>th</sup> June 2014, in conjunction with the World Cities Summit and CleanEnviro Summit Singapore. For more information, please visit our website at [www.siww.com.sg/](http://www.siww.com.sg/)

**About Water.org**

For more than two decades, Water.org has been at the forefront of developing and delivering solutions to the water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based initiatives to ensure all people have access to safe water and sanitation; giving women hope, children health and communities a future. To date, Water.org has positively transformed the lives of more than a million individuals living around the world; ensuring a better life for generations ahead.