

style & life #WELLCAMPAIGN

FILTHY WATER CANNOT BE WASHED

Water is essential for life and good health. Fresh water is not only needed for drinking but also cooking, food production and a variety of other uses such as sanitation, hygiene and cleanliness practices. Lack of sanitation can force people to defecate in the open, in rivers and near areas where children play. These habits result in **115 deaths every hour** in the African Region.

Water scarcity affects **1 in 3 people** in Africa.

1 well provides between **2-5k** people and clean drinking water.



CLEAN WATER:

- **PREVENTS DISEASES** such as cholera, typhoid fever, dysentery, plague and typhus
- **REDUCES MEDICAL COSTS**
- **PROVIDES MORE OPPORTUNITIES FOR EDUCATION AND WORK****

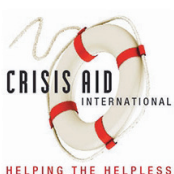
**source: <http://www.afro.who.int/health-topics/water>

We all deserve clean water. You ask, “What can I do?”

GIVE THE GIFT OF CLEAN WATER TODAY!

Style & Life has partnered with **Crisis Aid International** to launch a campaign to build wells in Africa. We hope you join us in bringing clean water to those in need. For more information, go to www.styleandlife.com/welldcampaign.

The World Health Organization has shown that fixing the crisis is incredibly valuable: for every \$1 invested in water and sanitation, **there is an economic return of between \$3 and \$34!**



Crisis Aid International is a 501c3 non-profit organization founded by my parents Pat and Sue Bradley. They are committed to “helping the helpless” through relief efforts in the US and internationally. Crisis Aid International is a 4-star rated charity on Charity Navigator, the highest possible rating.

For additional information, please email info@styleandlife.com.