

Green Cross, Armani partner in safe drinking water initiative

GENEVA, SWITZERLAND: Green Cross International (GCI) and Giorgio Armani have entered into a partnership to promote access to safe drinking water through GCI's Smart Water for Green Schools project in Ghana. A support and solidarity network has been devised around Acqua di Gio and Acqua di Gioia, two of Giorgio Armani's fragrances.

As of 1 March 2011, every bottle sold will help provide access to drinking water for children and their communities. The participants will then be invited, through a personal code indicated on the outer carton of the chosen fragrance, to extend their action online.

"Not another 'feel good' campaign" - Armani

"The cooperation between Green Cross International and Giorgio Armani is an innovative partnership model. This is not another 'feel good' campaign but a practical step to help make the Right to Water a reality. It is a pleasure to welcome Giorgio Armani as our partner on this important mission," said Alexander Likhotal, president of Green Cross International.

"Water is such a simple word, but like all simple words it has a profound significance because where there is safe water, there is life, energy, wellbeing, a serene encounter with nature, and a marvelous sense of freshness," said Giorgio Armani.

Access to drinking water is the basis for everything. Yet safe drinking water is one of today's key challenges. One out of six people on the planet does not have sufficient access to safe drinking water. Globally, diarrhoea is the leading cause of illness and death.

The Acqua for Life Challenge 2011 plans to support the expansion of Smart Water for Green Schools to more communities in Ghana where about 40% of the rural population still lacks access to safe drinking water. Through the Smart Water for Green Schools project, Green Cross International builds rainwater harvesting systems for schools, builds and maintains boreholes and wells to provide safe drinking water for the community. With better access to safe drinking water for drinking, school enrolment and attendance, especially amongst girls is also said to improve.

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