

# CAMPAIGN 3: WATER PRESSURES

March 5-March 23



## THE CHALLENGE:

Dirty water and a lack of basic sanitation make it extremely difficult to end extreme poverty and disease in the world's poorest countries. 4,100 children die every day from severe diarrhea, which is caused by poor sanitation and hygiene, and 884 million people do not have access to clean water. But the reality is that simple solutions exist to help with these problems, and access to clean drinking water and basic sanitation facilities could transform the lives of millions.

World Water Day is on March 22nd, and your challenge is to host an event and make sure your campus and community know about the importance of clean water in the developing world.

## ONE (OR TWO) BRIGHT IDEAS:

Get started by showing the documentary "Water Pressures," narrated by Entourage's Adrian Grenier - you can request a copy of the documentary [here](#). At the screening, show a display with facts and figures about water and sanitation, and ask students to carry jerry cans filled with dirty water to get a glimpse of what the world's poorest people do each and every day.

Be sure to have participants sign ONE's latest petition – and since Congress will be voting soon on the FY2013 Budget, encourage them to support life saving development programs. Remember to [report your actions](#) - you'll receive 15 points per call and 20 points per hand-written letter (5 points for form-letters).

## THE PRIZE:

The winning campus will be judged on the creativity of their campaign and the number of participating individuals. The first-place campus will have a chance to speak with Dr. Ann Feldman, director of the "Water Pressures" documentary, as well as a member of ONE's policy team. You'll be able to ask them anything you'd like about issues surrounding water and sanitation – on top of a 500 point bonus and some ONE gear!

*If you have any questions, feel free to [contact us](#) or visit [www.one.org/campus](http://www.one.org/campus).*

The Water Pressures documentary helps build and highlight collaborative water management projects in the deserts of India and at a major U.S. university on Lake Michigan.

The screenshot shows a video player interface. The video title is "Water Pressures Trailer". The video content shows a close-up of a blue plastic water filter being used to filter water from a bucket into another container. The video player includes a play button, a progress bar showing 00:00 / 03:22, and a "Share" button. Below the video player, there is a "Find us on Facebook" button.

ACCLAIM FOR "WATER PRESSURES: A DOCUMENTARY"

2011 Accolade Competition Winner. 2011 Indie Fest Award Winner for video for social change.

ACCOLADE COMPETITION WINNER THE INDEPENDENT AWARDS

NEWS AND EVENTS: "December 2011 – Actor/Producer Adrian Grenier has lent his voice to Water Pressures. He is the narrator for the documentary, and appears on-camera to encourage young people to get involved in water issues. [Read More](#)"

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