



For immediate release

**ONE DROP LAUNCHES A CAMPAIGN TO INVITE THE PUBLIC TO TAKE PART
IN WORLD WATER DAY ON MARCH 22**

Montreal, March 9, 2011 – As part of World Water Day on March 22, an initiative adopted by the UN General Assembly in 1992, ONE DROP is inviting the public to take part in a series of awareness-raising and mobilization activities as a global act of solidarity with people around the world who do not have access to safe water or sanitation.

“Together, we can create a ripple effect in support of global change. World Water Day is a call for solidarity, and I invite you all to get involved,” says Lili-Anna Pereša, Executive Director of ONE DROP. “Support our activities, tell your friends and family about them and commit to doing something positive in your everyday life in support of water, to preserve this vital resource. In doing so, you can show your solidarity with almost a billion people around the world who do not have access to safe water, and more than two billion others who do not have adequate sanitation facilities.”

Throughout the month of March, ONE DROP will be taking part in various activities to highlight the importance of water-related issues:

March 9: ONE DROP launches its awareness and solidarity campaign with friends of ONE DROP and on social networks with the exclusive first showing of “**It starts with just ONE DROP**,” a visual awareness-raising experience and call for solidarity.

March 10: To mark Bottled Water Free Day on March 10, ONE DROP will show a short awareness-raising video on the issue of bottled water, starring members of the team who have shown solidarity with the cause.

March 19: Put yourself in the shoes of millions of people who do not have easy access to water. Come and take part in the water rally at the Eaton Centre between 1 p.m. and 4 p.m. The run is one of the official “The World Walks for Water” events, which are part of the global End Water Poverty campaign.

March 19: More than 1,500 people will take part in a fun run at Springs Preserve in Las Vegas—the “Run away with *Cirque du Soleil* - a ONE DROP World Water day event”, as part of World Water Day. The run is one of the official “The World Walks for Water” events, which are part of the global End Water Poverty campaign.

March 21 and 22: ONE DROP and the CN Tower will join forces to bathe the Tower in blue light to mark World Water Day.

March 15 to 22: ONE DROP and Oxfam-Québec, in collaboration with the Eaton Centre, will present a photo exhibit at the Eaton Centre illustrating the tangible results of projects implemented by ONE DROP, in partnership with Oxfam-Québec, in developing countries.

March 23: As part of the AQUA experience at the Musée de la civilisation (MCQ) in Quebec City, ONE DROP, in collaboration with the MCQ, will hold a conference on social art. This event will bring together a variety of experts who are well versed in the use of culture as a tool for change.

“Since it was founded, ONE DROP has brought hundreds of thousands of people together. And there is still more to be done because, still today, someone dies of a disease connected with contaminated water every 20 seconds,” says Guy Laliberté, Chair of the Board of Directors of ONE DROP and Founder of *Cirque du Soleil*. “We have created a ripple effect and, together, we are making progress towards the dream of access to water for all. I will continue to hold out my hand to the whole world to make our dream a reality, one drop at a time, one step at a time, for future generations.”

As part of World Water Day, the **founding partners of ONE DROP**—*Cirque du Soleil*, Oxfam International, the Royal Bank of Canada via the RBC Blue Water Project® and the Prince Albert II of Monaco Foundation—have joined forces with us to launch a call for global solidarity in the hope of creating a ripple effect. **The ONE DROP spokespeople**—Garou, Patrick Bruel, Maud Fontenoy and Russell Martin—are also supporting March 22.

Finally, **ONE DROP would like to thank** the Eaton Centre, Canada Water Week 2011, the CN Tower and SANS-ZO for their cooperation. Special thanks go to Bianca De Luca and Robert Naylor, the artists who provide the voices in “**It starts with just ONE DROP**,” a visual awareness-raising experience, for generously donating part of their fee to ONE DROP.

ONE DROP is an initiative of Guy Laliberté, Founder of *Cirque du Soleil*®.

Information: Catherine Loubier, Communications Director
ONE DROP
Tel.: 514-723-7646, ext. 7029
Mobile: 514-679-0547
Catherine.loubier@onedrop.org