ONE DROP and WASRAG launch the “2020 Water Partnership”
to provide sustainable water and sanitation access to communities
in need on three continents with an investment of $20M

MONTREAL, CANADA, July 22, 2014 – ONE DROP is pleased to announce
the launch of the “2020 Water Partnership”, a joint program with the Water
and Sanitation Rotarian Action Group (WASRAG) – to deliver unique and
sustainable benefits in Africa, Latin America and Asia.

Coming on the heels of the announcement of ONE DROP’s partnership with
Water For People, the 2020 Water Partnership is another significant step in
the implementation of the organisation’s strategic vision of striking bold and
ambitious partnerships to achieve greater impact and sustainability in the
field. This partnership unites ONE DROP’s unique sustainability approach and
expertise with the power of WASRAG – A Rotarian Action Group that can
mobilize the 1.2 million members of Rotary with clubs in more than 200
countries – around the issue of safe water and sanitation. Together ONE
DROP and WASRAG will bring lasting water access and economic
empowerment to entire communities in Central America, Africa and India.

Through a unique financial model for the sector, each partner will raise
$5 million respectively and $10 million jointly for a total investment of
$20 million towards the 2020 Water Fund. The first program financed by the
2020 Water Fund is set to begin this fall in Mali.

“The primary focus of our organization is on delivering sustainable water and
sanitation programs on three continents and we are now more than ever
determined to increase the scale and impact of our work through strategic
partnerships”, said Catherine B. Bachand, CEO of ONE DROP. “Between our
partnership with Water For People and now WASRAG, that’s $36 million in
new direct investments in the countries where we operate, unleashing
millions more in local and corporate funding, and we are just getting
started.”

“We have embarked on this most ambitious collaboration with ONE DROP
because we are confident that together, we can truly improve life and
livelihood by scaling up access to sustainable water service in these
countries,” said Ron Denham, Chair-emeritus of WASRAG.
About WASRAG

The Water and Sanitation Rotarian Action Group (WASRAG) was launched in 2007 to mobilize Rotarians and provide leadership in bringing safe water and sanitation to those lacking these essentials of life. Over 7,000 Rotary clubs are engaged in water and sanitation projects, primarily in 82 developing countries in Latin America, Africa and Asia. WASRAG provides a vehicle for multi-year programs as well as a framework for program-specific partnerships.

About ONE DROP

ONE DROP—a non-profit organization created in 2007 by Cirque du Soleil Founder Guy Laliberté—strives to ensure that water is accessible to all, today and forever. ONE DROP significantly and sustainably improves living conditions through innovative projects which promote self-reliance in communities worldwide. To learn more, visit ONEDROP.org.

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For further information or to request an interview with Catherine B. Bachand, CEO:

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