



## JUST HELP HAITI

### *Just a Drop launches appeal to travel and tourism industry*

Clean water charity Just a Drop is appealing to the travel and tourism industry to raise funds to supply clean safe water to Haiti following the recent disaster. As emergency relief agencies attempt to get the essential supplies through that are needed in the immediate aftermath of the earthquake, Just a Drop is calling for donations to provide ongoing support for villages and communities.

Following the natural disaster, hundreds of people have died without access to clean, safe water supplies, while 50% of people currently in hospitals in Haiti are there due to dirty water. Just a Drop will send in teams as soon as the initial relief period is over to help rebuild water and sanitation infrastructure and encourage displaced communities back to their villages and homes.

Fiona Jeffery, founder and chairman of Just a Drop and chairman of World Travel Market, said: *"Whether it is for business or pleasure the very nature of the travel & tourism industry is that it brings people together from across the world. We must face up to the enormous challenges in Haiti and as an industry should rally together and lend our support to its people. With all disasters of this kind, water shortage is a major problem and fresh supplies are being urgently dispatched to the island. But once immediate needs are met, it is vital that support is ongoing so that the recovery process is sustained. That means rebuilding the water and sanitation infrastructure. Just a Drop's 'JUST HELP HAITI' appeal to the travel & tourism industry is a small part of a global response to this world disaster. But clean, fresh water is a life-giving commodity and the charity has a vital role to play. I urge everyone to lend their support because every little bit adds up to making a huge difference."*

Carol Hay Caribbean Tourism Organisation director of marketing for UK and Europe said: "Just a Drop's commitment to Haiti at a time of such urgent need is incredibly valuable. On behalf of the Caribbean Tourism Organisation we would like to thank Just a Drop for fundraising for urgent water supplies and sanitation needs. Long after the headlines have gone Haiti will need our support and I would like to thank everyone in the industry who will work with Just a Drop to help us work towards recovery."

In over ten years Just a Drop has helped more than one million children and their families from 29 countries building protected wells, installing piping and providing sanitation, including successful missions following the 2004 Tsunami and Hurricane Mitch in Grenada in 1998. After these disasters occurred, the international water charity ran appeals to raise funds to rebuild sustainable water supplies and encouraged displaced communities to return home.

There are many ways to donate money to Just a Drop. Companies or individuals wishing to support the Appeal can either submit donations online via Just a Drop's website [www.justadrop.org](http://www.justadrop.org), or send cheques made payable to Just a Drop, to the attention of Ana Sustelo – Just a Drop Co-Ordinator Gateway House, 28 The Quadrant, Richmond TW9 1DN. Alternatively to make a BACS transfer, please contact Nikki Davis on the email address below.

To learn more about Just a Drop's work please visit [www.justadrop.org](http://www.justadrop.org)

#### **Contacts:**

If you would like to run an event to raise money for Just a Drop's projects, please contact **Jetset** or Nikki Davis, on:

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