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Planet Water partners with J.P. Morgan and Sesame Workshop in bringing clean, safe water to disadvantaged communities across Asia

Hong Kong, 15 September 2011 – Planet Water, J.P. Morgan, and Sesame Workshop announce their collaboration to deliver clean, safe water and provide education on water-health and hygiene to disadvantaged communities across the Asia-Pacific region.

The ‘Asia Water-for-Life Project’, funding by \$1 million in grants from the JPMorgan Chase Foundation, aims to provide the daily drinking water needs of 100,000 people across six countries through the deployment of Planet Water AquaTowers. Each AquaTower will be able to produce up to 10,000 liters of clean water per day and support the daily drinking water requirements of 1,000 people. The project will focus on schools in rural villages with the installation of community-based water filtration systems, hand washing infrastructure, and an education program to teach children the life-saving aspects of water-health and hygiene.

Sesame Workshop, through its network of child-focused television programs across the region, will further support the educational component of the project through the development of content highlighting water-health and hygiene and water conservation. This will include the production of multi-media materials, featuring the Sesame Street family of Muppets, for classroom use and content to be broadcast via television in local markets to support the goals of the Asia Water-for-Life Project.

The initial AquaTower deployments are taking place this week in the Pune District, State of Maharashtra, India where 10 schools and their surrounding communities will gain access to clean, safe water. Project deployments will expand across six countries - India, Indonesia, Vietnam, Thailand, Malaysia (Sabah), and the Philippines - during the first year of the program.

Mark Steele, Founder & CEO, Planet Water, said, “Our goal is to alleviate water poverty in the world’s most disadvantaged communities through sustainable, clean water solutions and education programs on water-health and hygiene. Partnering with J.P. Morgan and Sesame Workshop helps us to achieve this goal with maximum impact.”

Supporting clean water projects in Asia is an important part of J.P. Morgan’s broader philanthropic strategy of building vibrant communities. “J.P. Morgan’s assistance will meet a critical need by helping to establish suitable infrastructure and effective water-health and hygiene education programs in Asia. Our financial assistance and employee volunteers will make a positive contribution toward alleviating continuing water poverty in Asia,” said Gaby Abdelnour, Chairman and Chief Executive Officer, J.P. Morgan Asia Pacific.

“We are proud to partner with Planet Water and J.P. Morgan to address this critical need of water conservation and healthy consumption for families across Asia,” said Gary E. Knell, President and CEO of Sesame Workshop. “For over 40 years, Sesame Workshop has been committed to delivering engaging educational content to children through television, radio and outreach materials to maximize impact.”

According to published reports, 900 million people in the world lack access to safe drinking water. Of this, 54% (480 million people) live in the Asia-Pacific region. Today, 50% of the world’s hospital beds are filled with people with easily preventable waterborne diseases. Unsafe drinking water is a major cause of diarrhea, which is the second leading killer of children. Today, 4,000 children will die simply because they lack access to safe water.

About Planet Water

Planet Water is a U.S.-based non-profit organization working to alleviate waterborne disease, illness, and death by providing access to clean drinking water and improved sanitation facilities in the world’s most disadvantaged communities. Their work is targeted toward schools and rural villages with sustainable solutions combined with educational programs on water-health and hygiene. Planet Water has completed projects in nine countries across the Asia-Pacific region, and in 2010 brought more than 100 million liters of clean water to people in need. Information about Planet Water is available at www.planet-water.org.

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization that revolutionized children’s television programming with the landmark Sesame Street. The Workshop produces local Sesame Street programs, seen in over 150 countries, and other acclaimed shows, including The Electric Company, to help bridge the literacy gap. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning. Learn more at www.sesameworkshop.org.

About J.P. Morgan

J.P. Morgan is the investment banking arm of JPMorgan Chase & Co. (NYSE: JPM), a leading global financial services firm with assets of \$2.2 trillion and operations in more than 60 countries. The Firm is a leader in investment banking, financial services for consumers, small-business and commercial banking, financial transaction processing, asset management and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about J.P. Morgan is available at www.jpmorganchase.com

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