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**PLANET WATER FOUNDATION LEADS WORLD WATER DAY
WITH PROJECT 24 EVENT THAT WILL PROVIDE 24 CLEAN WATER
SYSTEMS TO 24 COMMUNITIES IN FIVE COUNTRIES**

Global Water Crisis Event - March 22

Scottsdale, Arizona (USA) – (March 20, 2017) – Planet Water Foundation, one of the leading non-profit organizations focused on bringing clean water to the world’s most disadvantaged communities, will increase awareness of the global water crisis on World Water Day (March 22) by installing 24 clean water filtration systems (AquaTowers) in 24 communities across five countries - in just 24 hours.

Project 24 is a growing communications and awareness platform created by Planet Water that deploys 24 of its AquaTowers and delivers Water-Health and Hygiene Education programs on World Water Day. Project 24 will take place on March 22nd 2017, on World Water Day. Communities in Cambodia, Colombia, India, Indonesia, and the Philippines are sponsored by donors, with some corporate partners sending employees and other stakeholders to participate in these community projects.

Each [Project 24](#) AquaTower project costs \$15,000 to deploy, which includes five years of post-project sustainability support, water quality monitoring, and the implementation of Planet Water’s hygiene education program. [AquaTower](#) projects are typically sponsored by companies that are committed to corporate and social responsibility around water and hygiene education initiatives such as Xylem, a long-term partner with Planet Water and now in its third year of sponsorship on Project 24 supporting projects in all five countries. Returning partners include; Starbucks Indonesia, now deploying their tenth AquaTower with Planet Water, American Eagle Outfitters, and The Coca-Cola Company (Coca-Cola) who is working closely with Planet Water to deploy projects across four provinces in Cambodia this year.

Planet Water is also honored to include Expedia, Inc. and Valmont Industries, Inc. as new 2017 Project 24 sponsors, demonstrating their commitment to clean water access and community development in the focus regions.

“World Water Day is gaining momentum with more awareness through Project 24,” said Mark Steele, Founder and CEO of Planet Water Foundation. “Our AquaTowers solve many problems for disadvantaged communities in parts of the world where water supply is not the issue, but rather water contamination that is making people sick. One of our larger goals with Project 24 is to offer greater visibility into different types of water quality issues that we collectively work to mitigate.”

Planet Water also implements water-health and hygiene education programs into the schools and communities where it deploys AquaTowers. These child-friendly, activity-based programs teach children and their caregivers about germs, how they spread, proper hand washing, bathing and tooth brushing.

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Since 2009, Planet Water has deployed almost 1,000 projects, bringing clean water to nearly one million people across 12 countries through partnerships with organizations such as JP Morgan, Xylem, Levi & Strauss, Timberland, and Habitat for Humanity, among others.

For more information about Planet Water's Project 24, please contact Mark Cain at Planet Water Foundation mark.cain@planet-water.org or (480) 319-4630. Phone, Skype or satellite interviews are available with Planet Water CEO and founder Mark Steele on World Water Day from remote on-site locations in Cambodia.

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About Planet Water Foundation

Planet Water Foundation is a non-profit organization focused on bringing clean water to the world's most disadvantaged communities through the installation of community-based water filtration systems (AquaTowers) and the deployment of hygiene education programs. Planet Water Foundation projects are focused on children, schools, and rural/peri-urban communities across Asia and Latin America.

About Project 24

On World Water Day, Planet Water's mission is to bring clean water to 24 communities in 24 hours – this year across five countries. By providing access to clean, safe water and hygiene education programs, Project 24 will build hope, health and opportunity for communities across Cambodia, India, the Philippines, Indonesia and Colombia.