

## Collaboration will make life saving water bottles available at WTM Africa

In an effort to help raise awareness around the importance of having access to safe water and sanitation, [WTM Africa](#) has collaborated with international water development charity, [Just a Drop](#).



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Just a Drop's mission is to work with communities around the world by providing sustainable solutions through the construction of wells, boreholes, pipelines, hand pumps and latrines, and establish hygiene and sanitation programmes to make a real difference to people's lives through one focus – delivering safe water and sanitation to where it's needed most.

The partnership will begin at WTM Africa 2017 to highlight the event's responsible tourism agenda by supporting Just a Drop's 'This Bottle is a Lifesaver' campaign, where people who give a R20 donation in exchange for a reusable water bottle will then be entitled to free water refills from various water stations' around the site. The water stations will be highlighted on a special water map and the free refills will be available throughout the duration of WTM Africa.

Fiona Jeffery OBE, founder and chair of Just a Drop says, "Our 'This Bottle is a Lifesaver' campaign is a very simple way to engage visitors to WTM Africa, whilst highlighting water's vital role in our lives. Keeping hydrated during a busy exhibition is important, so not only are we providing a valuable service, the funds raised will also go towards ensuring that poorer communities elsewhere in the world will be guaranteed a lasting, reliable supply of water – something we take for granted."

Just a Drop was founded by Fiona during WTM London in 1998, as a way of encouraging the travel industry to give back to communities around the world. The charity provides clean water and sanitation facilities to some of the poorest communities across Africa, Asia, and Latin America and aims to address the shocking statistic that a child dies every 90 seconds from a water-related disease.

*To support the 'This Bottle is a Lifesaver' campaign, please visit Just a Drop's stand located in the Main Galley way during WTM Africa from 19 - 21 April 2017 at the Cape Town International Convention Centre (CTICC), Cape Town.*

For more, visit: <https://www.bizcommunity.com>