



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## GIVE THE GIFT OF WATER TO THE WORLD THIS CHRISTMAS FOR THE FRIEND WHO HAS EVERYTHING

**Waikiki** – *Water for the World Run* has the perfect gift for that someone special. Why not give the gift that begins with a 5K Fun Run/Walk and keeps giving by helping provide safe water to those in need around the world.



*Water for the World Run* announces its inaugural 5k Fun Run/Walk on Saturday, December 26, 2015 at the Waikīkī Shell to raise awareness about global access to clean water. The non-competitive run/walk will feature a scenic course around the Waikīkī Zoo and Kapi'olani Park that will end with a tradition race finish line and an optional 150 foot water slide finish line at the Waikīkī Shell.

“The gift of sharing is the best kind of gift anyone can give a friend and the world,” says Joshua Goodson, co-founder of *Water for the World Run*. “For less than \$70, you and a friend can enjoy the outdoors and give the gift of clean water to those without around the world.”

The average woman in a developing country walks 3.5 miles to get clean water which is almost the distance of a 5k run. Approximately twice the population of the United States worldwide does not have access to clean water according to Water.org and the majority of Americans take it for granted that whenever they turn on a faucet, there will always be clean water to drink. *Water for the World Run's* mission is to educate the public about the lack of clean drinking water around.

The individual cost for the run/walk is \$34.99 which includes the registration fee, a 2-liter water bag to simulate the weight of water carried by women in developing nations, logo draw string mini-backpack, logo sunglasses, temporary tattoos and other sponsor goodies.

The gates at the Waikīkī Shell open the day after Christmas (December 26<sup>th</sup>) at 8 a.m. for check-in and registration. The run/walk starts at 9 a.m. followed by DJ dance party with bands, booths, interactive games and a beer garden from 10 a.m. to 3 p.m. The event will include conservation awareness activities by the non-profit organization Na Kama Kai (Children of the Sea). Visit [www.WaterfortheWorldRun.org](http://www.WaterfortheWorldRun.org) for race registration and to purchase tickets.

Water for the World Run will donate 10 percent of all proceeds to Water.org, the international nonprofit organization founded by Gary White and actor Matt Damon to transform lives around the world by providing access to safe water and sanitation. In addition, \$1 of every entry fee will go to Na Kama Kai for the foundation's ocean safety education programs for children.

“Our goal is to raise awareness about what it’s like to not have clean water and to ultimately inspire others to help in our charge of making clean water accessible worldwide,” says Goodson.

For information on Water for the World Run, visit our website at [www.WaterfortheWorldRun.org](http://www.WaterfortheWorldRun.org). Follow us on Instagram @WaterfortheWorldRun, Twitter @WaterfortheWorldRun, or “Like” us on Facebook at [www.Facebook.com/WaterfortheWorldRun](https://www.Facebook.com/WaterfortheWorldRun)

### **About Water for the Run**

Water for the World Run is an international non-competitive race series for runners and walkers to raise global awareness about access to clean water. Created in 2015 by Joshua Goodson, Jeremy Razonable, and Casey Moore, the race series was born out of their passions for running and providing clean, safe water to the nearly one billion people worldwide who don't have access to this basic human right. The 5k event race series donates 10 percent of all proceeds to water.org, the international nonprofit organization founded by Gary White and Matt Damon to transform lives around the world by providing access to safe water and sanitation. Go to [www.WaterfortheWorldRun.org](http://www.WaterfortheWorldRun.org) for more information or to register for a run.

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