

Press release



Oasis takes ‘Water for Africa 2010’ to UAE schools

Dubai, UAE; May 5, 2010: As part of their “Water for Africa” campaign which commenced on World Water Day on March 22nd, Oasis Water Company, UAE’s leading producer of bottled drinking water, has commenced road shows across UAE schools to increase awareness of water conservation and the shortage of safe drinking water faced by many countries, especially in Africa.

The company has already conducted a series of awareness programmes across schools in Dubai, Abu Dhabi and Al Ain. Till date, a record of almost 4000 students have taken part in quiz programmes and drawing competitions with water conservation as the theme. Oasis Water Company has planned 30 more road shows which will bring the total number of students to 25,000. The road shows will continue till May 15, 2010.

“In addition to developing means of safe water supplies in Africa it is essential to embed conservation awareness at the grassroots of our society. The dilemma the world is facing today in the form of environment and natural resources is the result of decades of short sightedness and abuse. And only by ensuring that our children follow suit in this drive, can we expect visible improvements in the global water scenario,” said Mike Henderson, Chief Operating Officer, Oasis Water Company.

“I commend the initiative and participation of all schools and congratulate the students for being the most essential part of this campaign,” he added.

Oasis Water Company is working with its international partner – Global Water, to build wells in villages in Africa through the campaign. As part of the programme the company has introduced special ‘Oasis Water For Africa’ packaging. Consumers wishing to support the campaign can buy the special packs.

Oasis Water is committed to building a well in Botswana, and subsequent wells in Kenya and Tanzania depending on the consumer response. Each well will be able to provide water to over 500 villagers, for their entire lifetime.

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About Oasis Water Company

The Oasis Water Company was founded in 1984, as the bottled water division of National Food Product Company (NFPC), the UAE’s first and largest FMCG company in the beverage and dairy

products segment. NFPC was founded in 1971 in the Emirate of Abu Dhabi under the vision and leadership of Faraj Bin Hamoodah, the Chairman, and Fadi Antonios, the President and CEO. Oasis Water has grown to become the leading producer of bottled water in the UAE. Oasis' unwavering commitment to maintaining stringent international quality standards is what made it the first company in the UAE to earn a place in the International Bottled Water Association and the National Sanitary Foundation.

Oasis Water is also HACCP and ISO 9001 certified. Today the Oasis community is made up of more than 90,000 homes and offices, as well as over 10,000 retail outlets across all seven Emirates. In fact, more than 1,000,000 litres of water are bottled and distributed every day!

About Global Water

Global Water is an international, non-profit, humanitarian organization founded in 1982 focused on creating safe water supplies, sanitation facilities and hygiene-related facilities for rural villagers in developing countries. The organisation believes the lack of safe drinking water and sanitation facilities are the root causes of hunger, disease and poverty throughout the developing world. Their water projects have an immediate life-changing impact, particularly for women and children, who have the responsibility to gather water for their families every day of their lives in the developing world. Successful Global Water projects utilize water and sanitation as a tool to create sustainable socioeconomic development in these poor rural communities.