



WISHING WELL
International Foundation

A non-profit organization bringing clean, safe drinking water to developing areas

For Immediate Release

Contact: Joseph Gonzales
Wishing Well International Foundation
3001 SW 15th Street, Suite C
Deerfield Beach, FL 33442
954-421-1454

WWIF Announces Upcoming Event: The 10-1-10 Africa Expedition

Deerfield Beach, FL – April 15, 2015 -

The 10-1-10 Africa Expedition will be the signature event of 2016 for Wishing Well International Foundation (WWIF). Tentatively scheduled for next spring, the expedition will take WWIF representatives and sponsors through various communities of South Africa and Swaziland to deploy Hydrad water filters in hundreds of homes. Although WWIF has successfully conducted similar events on a smaller scale in

Kenya, Ghana, Haiti and the Dominican Republic, next year's event will ambitiously include the Foundation's sponsors, who wish to see firsthand the impact of their donations. "WWIF has conducted a few trips with friends of the Foundation to deploy water filters in developing areas," said Mark Bertler, VP of Corporate Sponsors and Fundraising at WWIF. "Those trips planted the seeds of thought that we could do a similar, larger-scale expedition in Africa that would not only accomplish some great work, but would also raise the Foundation's profile around the world." The effort will be coordinated with WWIF South Africa, the sister foundation operating in that part of the world.



*\$10 will provide clean water
for 1 person for 10 years*

The expedition is the first event to be labeled with the '10-1-10' message which emphasizes that for every \$10 donated to WWIF, one person is provided with clean water for 10 years. A caravan of deployment specialists and sponsors will go



WISHING WELL
International Foundation

A non-profit organization bringing clean, safe drinking water to developing areas

from location to location to install the filters and meet the locals who benefit from their installation. WWIF Founder and CEO Guillermo Guzman commented on the importance of enabling the sponsors to see in person the power of their donations. "They need to see the faces. They need to go to these communities and feel the gratitude of the locals. It's a life-changing experience to provide someone a resource that will save their life. If the representatives of these companies catch the 10-1-10 vision, they will advocate for clean water as strongly as we do, which will lead to an even greater impact."

The following sponsorship opportunities are available for the expedition:

10-1-10 AFRICA EXPEDITION SPONSORSHIPS	
EXPEDITION SPONSOR \$50,000 - (1 available)	Prominent promotion of your company on WWIF website and all expedition publicity. Includes 1 vehicle, 2 passengers of your choosing, press releases and 25 filter sponsorships, 2-year status as Legend Sponsor of WWIF
VEHICLE SPONSOR \$12,000 - (12 available)	Your logo is prominently displayed on both sides of a 4x4 vehicle during the expedition. All references to that vehicle during expedition will include your company name. Listed on website and all printed materials, 1-year status as Pioneer Sponsor of WWIF.
PASSENGER SPONSOR \$5,000 - (20 available)	Send your company representative on the expedition or sponsor medical / media personnel. All inclusive except for airfare.
NOURISHMENT SPONSOR \$1,250 - (2 available)	Provides meals for all expedition participants. Acknowledged throughout all publications. Listed on all printed materials.
HYDRATION SPONSOR \$1,250 - (2 available)	Provides beverages for all expedition participants. Acknowledged throughout all publications. Listed on all printed materials.
FILTER SPONSOR \$100 - (75 available)	Company logo displayed on a deployed water filter. Includes pics and video of your installed unit.
For more info, go to www.WishingWellintl.org/10-1-10Africa	

The expedition is aimed at spreading the 10-1-10 message far and wide, particularly to companies who are looking for a simple and effective outlet for their charitable dollars. WWIF sponsorship not only carries the promotional benefits of being associated with a good cause, but also the company-wide satisfaction of meeting a fundamental human need. While nearly a billion of the



WISHING WELL
International Foundation

A non-profit organization bringing clean, safe drinking water to developing areas

world's population is lacking access to clean, safe drinking water, little persuasion is needed to get others to join this effort, especially given the impact of one donation. "One donor greatly improves the life of a family," said Bertler. "One sponsor greatly improves an entire community. With clean water, lives in that community are saved and diseases are avoided. They're able to use their time and resources in more productive ways, which greatly enhances the quality of their lives."

For further details, visit the WWIF booth (#1049) at WQA Aquatech 2015 in Las Vegas, NV. Representatives of Safe Water Kenya will also be at the booth to give a live demonstration of Oracle's filter-tracking software, which actively monitors the deployed units of past projects in Kenya. WWIF will be using this Oracle software on upcoming deployments to track and monitor filters.

[Click here to learn more about the Foundation](#)

[Click here to become a Corporate Sponsor](#)

Thank you for your support.

One filter provides clean, safe drinking water
for a family of up to ten people.
Together We Can Make a Difference!



WISHING WELL
INTERNATIONAL FOUNDATION