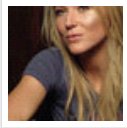




# Jewel Supports Give A Drop Campaign



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April 24, 2012

**Sending aid to Africa only takes a quick text message. Simply text DROP to 85944 on any U.S mobile phone and you can automatically donate \$5 to the Give A Drop campaign.**

Give A Drop is a partnership between Jewel's Project Clean Water charity, VOSS Artesian Water from Norway and Richard Branson's Virgin Unite that was created to address the worldwide water problem and bring solutions to areas with no access to clean water. The campaign benefits the Voss Foundation with donations going to support building wells and clean water access points in Sub-Saharan Africa.

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- |              |                 |
|--------------|-----------------|
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- |                        |                    |
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There are more than 300 million people in Sub-Saharan Africa who lack access to clean water, and the water crisis in Sub-Saharan Africa is especially devastating to women and young girls.

In much of Africa it is culturally considered a woman's job to carry water. The UN estimates that women in Africa regularly carry, on average, 20kg or 44 pounds of water on their head. Many girls suffer developmental deformities from carrying heavy loads at a very young age. Rural women walk at least 10 miles a day to get water, and young girls must often leave school to help their mothers carry water.

There are two easy ways to help out. By simply texting DROP to 85944 on any U.S mobile phone people can automatically donate \$5 to the Give A Drop campaign. Contributions can also be made online at [www.thevossfoundation.org](http://www.thevossfoundation.org).


Since 2008, the Voss Foundation has helped construct 36 water access points in five countries, changing the lives of more than 100,000 people in Kenya, Mali, Ethiopia, the Democratic Republic of the Congo and Liberia. VOSS Water is participating in the Give A Drop campaign to raise funds to help build wells and water access points in Sub-Saharan Africa.

The Voss Foundation is a non-profit organization dedicated to providing access to clean water to communities in Sub-Saharan Africa and raising awareness of ongoing need in the region. The Voss Foundation has a particular interest in assisting women and girls, who, relieved of the burden of fetching water, have time to devote to education and enterprise.

When you text DROP to 85944 on your U.S. mobile phone, a one-time donation of \$5 will be billed to your mobile phone bill. Messaging and data rates may apply. Donations are collected for Give A Drop by mobilecause.com. Reply STOP to 85944 to stop. Reply HELP to 85944 for help. For terms, see [www.igfn.org/t](http://www.igfn.org/t).

Founded by VOSS of Norway ASA as an independent 501©(3) public charity, the Voss Foundation has offices in New York and Oslo.

VOSS Artesian Water is among the purest of all major water brands. VOSS is committed to the environment, and maintaining 100% carbon neutrality, through a set of comprehensive, environmentally friendly measures.

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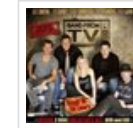
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