



Press Release

The Berlinale Will Quench Your Thirst!

Viva con Agua is the Berlinale's new water partner

Viva con Agua, an organization that actively promotes safe drinking water worldwide, will be an "official Berlinale supplier" in 2011. Viva con Agua supports projects that aim at improving access to clean drinking water and sanitary facilities in developing countries. Since 2005, the initiative has engaged in raising funds professionally for different Welthungerhilfe projects that focus on water. In the interim Viva con Agua has donated funds totalling one million euros.

With its exclusive partnership with the Berlinale Viva con Agua would like to draw the public's attention to its projects.

The staff of Viva con Agua's Berlin "cell" will supply the Festival with Viva con Agua spring water: at press conferences, in the Press Centre and Festival lounges as well as at official Berlinale receptions.

"With our new partner Viva con Agua, we're delighted to be able to welcome a sustainable social initiative on board, and wish the project all the attention and success it deserves," says Berlinale Director Dieter Kosslick.

Press Office
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