



WASH United's charity TV ads during the 2014 ICC World Twenty20

The non-profit organisation WASH United is one of the official charity partners of the 2014 ICC World Twenty20. For the first time in history, a major sports event shines a spotlight on the neglected, but highly important topic of sanitation and hygiene. Preventable diarrhoea kills more children under 5 years of age than malaria, measles and HIV combined. **We want to save these lives and you can help us!**

Matches dedicated to WASH United

Nepal vs. Hong Kong (16.3.)

Afghanistan vs. Nepal (20.3.)

Bangladesh vs. Hong Kong (20.3.)

India vs. Pakistan (21.3.)

India vs. Australia (30.3.)

Q1 vs. Pakistan (30.3.)

Semi-final 1 (3.4.)

Semi-final 2 (4.4.)

WASH United has invested more than USD 120,000 (including a contribution from UNICEF) to produce two high-quality 30-second video clips exclusively for the 2014 ICC World T20. The spots raise awareness for the importance of hand-washing with soap and proper toilet use. Both practises have proven to greatly reduce the incidences of diarrhoea, if practiced widely and consistently. **Getting these clips broadcasted around key matches dedicated to WASH United (especially India vs. Pakistan, India vs. Australia and the two men's semi-finals) will reach millions of people in South Asia who are at risk of getting and contracting diarrhoea.**

Please help us getting our messages out to as many people as possible, by airing our TV ads before, during and/or after the matches dedicated to WASH United (see blue box on this page). To say it with the key tagline of our hand-washing ad: **Together we can defeat diarrhoea. It is in our hands.**

Preview the ads on youtube: <http://bit.ly/1d6Ui3J> / <http://bit.ly/11F0sNI>

Thank you for your support!

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SPOT 2: HAND-WASHING WITH SOAP

To be aired on TV/online in **BANGLADESH** (voice over: Bangla)

Apple codec: http://www.suedfeuer.com/clients/icc/140210-Schnitt-UNICEF-Spot_02_Bengali_LOOK_final_10bit.mov

Mpeg4 codec: http://www.suedfeuer.com/clients/icc/mpeg/140213-Schnitt-UNICEF-Spot_02_BENGALI_Korn_FINAL.mov

To be aired on TV/online in **INDIA** (voice over: Hindi)

Apple codec: http://www.suedfeuer.com/clients/icc/140210-Schnitt-UNICEF-Spot_02_HINDI_LOOK_final_10bit.mov

Mpeg4 codec: http://www.suedfeuer.com/clients/icc/mpeg/140213-Schnitt-UNICEF-Spot_02_HINDI_Korn_FINAL.mov

To be aired on TV/online in **ALL COUNTRIES** (voice over: English)

Apple codec: http://www.suedfeuer.com/clients/icc/140210-Schnitt-UNICEF-Spot_02_ENG_LOOK_final_10bit.mov

Mpeg4 codec: http://www.suedfeuer.com/clients/icc/mpeg/140213-Schnitt-UNICEF-Spot_02_ENG_Korn_FINAL

SPOT 1: SANITATION

To be aired on TV/online **IN INDIA ONLY**

Hindi voice over / Apple codec:

http://www.suedfeuer.com/clients/icc/140210-UNICEF-Schnitt-Spot_01_HINDI.mov

Hindi voice over / Mpeg4 codec:

http://www.suedfeuer.com/clients/icc/mpeg/140213-UNICEF-Schnitt-Spot_01_HINDI_Korn_FINAL.mov

English voice over / Apple codec:

http://www.suedfeuer.com/clients/icc/140210-UNICEF-Schnitt-Spot_01_ENG.mov

English voice over / Mpeg4 codec:

http://www.suedfeuer.com/clients/icc/mpeg/140213-UNICEF-Schnitt-Spot_01_ENG_Korn_FINAL.mov