



WASH United®



MEDIA ADVISORY
14 March 2014

Suresh Raina teams up with WASH United to defeat diarrhoea

Indian star-cricketer Suresh Raina is WASH United's ambassador for the ICC World Twenty20 Bangladesh 2014. On March 16, he will speak at a media conference in Dhaka to celebrate the launch of a campaign on sanitation and hygiene led by the international non-profit organisation WASH United and the International Cricket Council (ICC).

Dhaka, 14 March 2014 – Suresh Raina helped India win the ICC Cricket World Cup in 2011. Now he sets out to help defeat the biggest threat to health and happiness in South Asia: diarrhoea. Around 1000 children in South Asia die of preventable diarrhoea every day. As WASH United Ambassador, Suresh Raina will use his popularity and role model status to tackle this crisis and change attitudes towards sanitation and hygiene.

For the first time in history, a global sports federation dedicates one of its major events to the cause of sanitation and hygiene, a topic typically neglected in public awareness.

The International Cricket Council (ICC) is teaming up with the international non-profit organisation WASH United as one of its charity partners at the ICC World Twenty20 Bangladesh 2014

"All cricketers know how important it is to keep your hands clean. This is not only important to be successful in the game, but even more so to succeed in life!" says Suresh Raina ahead of the launch of the campaign. "Using toilets properly and washing hands with soap afterwards as well as before eating, is key to preventing diarrhoea. I am committed to play my part to bring this important message to the cricket fans out there. I believe that together we can defeat diarrhoea in South Asia!"

WASH United's CEO Thorsten Kiefer says: "We are absolutely thrilled to have Suresh as an ambassador for our cause. He will be an important role model for sanitation and hygiene and inspire millions of fans across the region. This campaign is the starting point of our longer-term efforts to harness the enormous power of cricket towards sanitation and hygiene for all in South Asia. It is in our hands!"

We cordially invite you to WASH United's media event featuring Suresh Raina:

16 March 2014, 1100 at Balcony, Pan Pacific Sonargaon Hotel

Speakers: Suresh Raina (India Cricket Player, WASH United Ambassador), David Richardson (ICC Chief Executive), Thorsten Kiefer (CEO, WASH United), Khairul Islam (Country Representative WaterAid Bangladesh)

Address: 107 Kazi Nazrul Islam Ave, Dhaka 1215

Please RSVP to sarah.bagel@wash-united.org in case you would like to attend. Please note that only ICC WT20 2014 accredited media will have access to the event.

Lunch and refreshments will be provided.

About WASH United:

WASH United is an international non-profit organisation headquartered in Berlin, Germany, operating in Sub-Saharan Africa, South Asia and at the global level. Combining the power of sports superstars, interactive games, fun and positive communication, WASH United works to change attitudes around sanitation and hygiene and facilitate behaviour change at scale.

Please download our press kit at:

www.wash-united.org/media

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