



Lena Condos aims to help people in developing areas with her new Hope Water brand. N15ME511

Drink, save lives

BUYING a bottle of water is self-serving, but what if you could buy a bottle that saved someone in the developing world from cholera? Hope Water, a new brand of bottled water set up by Melbourne's Lena Condos, will dedicate its profits to building water wells and doing water sanitation projects in developing parts of Australia including the Northern Territory as well as in East Timor, Cambodia and Papua New Guinea. "Water is such a basic resource that we in the west-

ern world tend to take for granted," said Ms Condos, also marketing manager for the Lost Dogs' Home in North Melbourne. "That's a resource millions of people in the developing world don't have. They're forced to drink contaminated water or have to walk for miles ... to cart water back to the villages." Ms Condos, affected by the poverty she saw while volunteering in Asian orphanages, began to think about fundraising by encouraging socially conscious consumer behaviour.

"There's a real opportunity to make a difference through a product people consume every day: instead of buying any other brand of bottled water, there's an opportunity to buy a brand of bottled water priced at the same price that actually saves lives." Premium spring water sourced from Kinglake, Hope Water is available online. With each case ordered a bottle costs \$1.90, delivery included. **► Contact: 0417 013 614 or visit hopewater.org.au**

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PAGE: 17 COLOUR: CMYK
 ED: MYPUB: MVV DATE: 5/10/09