

GloFish Awards \$45,000 Grant to Well Aware

- Two Austin-based organizations come together to bring clean water to thousands –

AUSTIN, TEXAS March 24, 2014 - [GloFish®](#), the brand known for its uniquely brilliant fluorescent aquarium fish, is thrilled to announce its largest grant to date in connection with its GloFish® Clean Water Initiative. The company has selected Austin, Texas-based [Well Aware](#) to receive a \$45,000 grant to support two water well rehabilitation projects in Kenya. In total, nearly a dozen nonprofit organizations, from as far away as India, responded to GloFish's call for grant applications.

“We are very happy to be able to award this grant to Well Aware, a nonprofit organization that is truly innovating in clean water by refurbishing existing wells,” said Alan Blake, CEO, GloFish. “Their proposed projects deliver clean water to those most in need at an average projected cost of only 26 cents per person each year over a 20 year period. This stood out by far as the best and most cost-effective use of our grant funds. It is great to see this kind of vision and capability right here in our hometown.”

Unlike most other hydro philanthropies, Well Aware both fundraises and implements its own water system solutions. Well Aware focuses on a sustainable model in building water systems and preparing communities for ownership, so donors can be confident their money will be used as intended for decades. The organization has maintained a strong track record of providing water at an incredibly cost effective rate, averaging no more than a projected cost of 75 cents per person each year over a 20 year period.

The first project, a water well rehabilitation in Maruku, Kenya, will serve a community of more than 4,500 people. The community's existing well has not been functioning since 2010, forcing schools, families and others to retrieve unsafe water approximately two to three miles away.

The second Well Aware project, also a water well rehabilitation, is located in Alamach, Kenya and will serve a community of more than 5,000 people. With their well out of commission since 2012, residents



are forced to retrieve water from unsafe seasonal streams miles away. When the streams are dry, residents must then walk nearly eight miles through dangerous areas.

In both communities, children are the hardest hit, with many dying due to infections common to unsafe water. With the grant, Well Aware anticipates repairing and creating a sustainable well system within six months.

“We are thrilled to receive such a meaningful grant from GloFish. Their efforts will fund these two critical projects and result in saving the lives of hundreds of people over the next two decades,” said Sarah Evans, founder and executive director of Well Aware. “Few people realize that approximately 60 percent of existing wells in Africa do not work due to subpar planning, lack of technical attention, mistakes and lack of community involvement. We repair these wells in a meaningful and truly sustainable fashion. We are grateful for GloFish’s support of our mission.”

GloFish has been a proud supporter of global access to clean water since its inception. GloFish fluorescent fish were originally created by scientists at the National University of Singapore to help identify toxins in water. By adding a naturally-derived fluorescence gene to the fish, scientists hoped to quickly and easily determine when a waterway is contaminated. To help further their beneficial research, a portion of the proceeds from all GloFish sales goes directly to the laboratory where these fish were originally created.

“It’s a tragedy that nearly 800 million people worldwide don’t have access to clean water, resulting in the death of over three million people each year,” said Blake. “We are grateful for the impact Well Aware makes and look forward to serving as their supporters and partners on these important projects.” To date, GloFish has donated a total of \$50,000 as part of its Clean Water Initiative Grant.

About GloFish

GloFish® fluorescent fish are uniquely brilliant fish that add excitement to any home, office or classroom aquarium. GloFish are available in six stunning colors: Starfire Red®, Electric Green®, Sunburst Orange®, Cosmic Blue®, Galactic Purple® and Moonrise Pink™. The fish inherit their unique color directly from their parents and remain fluorescent throughout their lives.

For more information, please visit www.glofish.com.



About Well Aware

Founded in 2006, Well Aware is an Austin-based nonprofit that funds and implements clean water systems for impoverished communities in Africa. Well Aware is known for its sustainability model in building lasting, high-impact water systems. The systems combine community involvement, partnerships with strategic non-governmental organizations, technical expertise and impact measurement to create sustainable solutions that drive economic development and nurture self-sufficient communities. In 2014, Well Aware launched its R3 Initiative to rehabilitate existing, non-operational wells. By the end of the year, Well Aware will have delivered life-saving clean water to more than 75,000 people.

For more information, please visit www.wellawareworld.org.

About the Global Water Crisis

- 780 million people – about one in nine – lack access to clean water.
- More than 3.4 million people die each year from water, sanitation and hygiene-related causes. Nearly all deaths – 99 percent – occur in the developing world.
- 2.5 billion people lack access to improved sanitation.
- Lack of access to clean water and sanitation kills children at a rate equivalent to a jumbo jet crashing every four hours.
- 443 million school days are lost each year due to water-related illnesses.
- Women and children bear the primary responsibility for water collection in the majority of households. This is time not spent working at an income-generating job, caring for family members or attending school.