



## PRESS RELEASE

### **USAID and The Coca-Cola Africa Foundation launch Water and Development Alliance project to improve access to clean water in Senegal**

**DAKAR, Senegal, December 8, 2009** – On December 8, 2009, The United States Agency for International Development (USAID) and The Coca-Cola Africa Foundation (TCCAF) launched the Water and Development Alliance (WADA) project in Senegal – a 3-year, \$2,000,000 effort that will support the construction of local water infrastructure, as well as reinforce local government capacity to plan and implement water development in rural areas.

In the first year of this multi-year effort, an investment of US \$700,000 (313,250,000 F CFA) will facilitate access to clean water supply and sanitation systems in 10 target communities in the rural southeastern region of the country. WADA activities will include the construction of 20 new wells in ten rural communities in Tambacounda, which have some of the lowest water and sanitation access rates in the country. It is expected that more than 8,000 people will directly benefit from these activities. WADA's efforts will be implemented by the USAID/Wula Naafa agriculture and natural resources program team, through International Resources Group.

"We are excited to be working with The Coca-Cola Africa Foundation and the Government of Senegal in an effort to improve sustainable access to water supply and sanitation," said Kevin J. Mullally, USAID/Senegal Mission Director. "WADA is a wonderful example of a water development project that can help move Senegal closer towards achieving its Millennium Development Goals," he added.

Don Dussey, the Senior Coca-Cola representative for West Africa says, "Supporting the development of the communities in which we are operating is a duty of great significance for us at Coca-Cola. The project introduced this morning is further proof of our commitment."

WADA is a joint initiative between USAID and The Coca-Cola Company, with management support from the Global Environment & Technology Foundation (GETF), that operates in 21 countries worldwide, contributing to protecting and improving the sustainability of watersheds, increasing access to water supply and sanitation services for the world's poor, and enhancing productive uses of water. The Alliance is a positive example of how public-private partnerships can give localized support to those with the greatest needs for water and sanitation services, ensuring that water resources are managed to serve future generations.

**The United States Agency for International Development (USAID)** has been providing water supply and sanitation services, promoting hygiene behavior change, improving water resources management for food security and livelihoods, and supporting the sustainable management of watersheds in developing countries for over 40 years, including a significant commitment in recent years to establishing public-private alliances for development. In Senegal, in partnership with the Senegalese government, other donors, NGOs, the private sector and other actors, the United States Government intends to invest more than \$23 million over the next five years to improve water and sanitation conditions.

**The Coca-Cola Company (TCCC)** and its bottling partners are the world's leading producers of non-alcoholic beverages, with operations in more than 200 countries, encompassing over 900 manufacturing facilities. TCCC is committed to responsible water stewardship across its global beverage operations. In addition to direct funding support for projects through both the company and its charitable foundations, TCCC leverages its global network of marketing, communications, and technical experts, providing guidance and information to project stakeholders.

**The Coca-Cola Africa Foundation** was created in 2001 to manage the community investments of the Coca-Cola System in Africa. Over the years it has invested substantially in the areas of education, health and the environment. It continues to partner with credible institutions, leveraging the System's unparalleled manufacturing and distribution network, to access some of Africa's most remote locations for community development and numerous disaster relief efforts across the continent.

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