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PROCTER & GAMBLE USES CLEANING TECHNOLOGY TO DELIVER 15 BILLION LITERS OF CLEAN DRINKING WATER BY 2020

P&G to launch 25 new projects over next 5 years through its Children's Safe Drinking Water Program

Cincinnati, OH Sept. 15 2015 – Procter and Gamble (P&G) announced today that its Children's Safe Drinking Water Program (CSDW) has set a goal of 15 billion liters of clean drinking water to be delivered by 2020 to reduce illness caused by contaminated water and help save lives in developing countries. Since the program started more than a decade ago, P&G and its network of global partners have delivered nine billion liters of clean water to those in need.

P&G will launch more than 25 new projects over the next five years to bring clean drinking water to more of the world's most vulnerable groups including malnourished children, people living with HIV/AIDS, families living in rural areas that do not have safe drinking water and victims of natural disasters. Despite progress in the number of people with access to safe drinking water, the United Nations recognizes there is more work to be done and has made universal coverage for safe drinking water one of its 17 Sustainable Development Goals to be adopted later this month at the UN General Assembly.

"Having clean drinking water is something many of us take for granted, but is a daily challenge for many families around the world," said Marc Pritchard, P&G Chief Brand Officer. "P&G is proud to use our cleaning technology to help make a difference in people's lives, and we are looking forward to expanding the Children's Safe Drinking Water Program to have an even greater impact."

P&G scientists used the research behind laundry detergent to invent P&G Purifier of Water packets more than 15 years ago in partnership with the US Centers for Disease Control and Prevention. The Company, which has a strong history of cleaning performance with brands such as Tide, Dawn and Swiffer, used its innovative capability to pack the power of a water treatment plant into a packet the size of a tea bag.

The technology is simple to use: with only a bucket, a spoon, a cloth and a small P&G packet, people can purify 10 liters of dirty water in 30 minutes, enough drinking water for a family of five for one day. Since 2004, P&G has worked with more than 150 partners to distribute the packets during emergencies and to those who lack clean water every day.

Watch the [P&G Power of Clean Water video](#) to see how the program is transforming lives. Each time it is shared, P&G will donate a day's worth of clean drinking water to a child in a developing country.

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About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

About the P&G CSDW Program

The P&G CSDW Program has provided 9 billion litres of clean drinking water to people in need since 2004. CSDW has partnered with a diverse network of over 150 organizations to help distribute water purification packets in 75 developing countries. To learn more about the P&G CSDW Program and see how the water purification packets work, please www.csdw.org.