

Project Water Kicks Off

-- Hydrating the homeless in the heat -

Toronto, June 25, 2007 — Heat can be deadly, especially for the homeless.

PROJECT WATER is the vital lifeline to the needy and it kicks off its annual volunteer endeavour on **Wednesday, June 27, at 2 p.m.** at The Bargains Group, 890 Caledonia Road. **PROJECT WATER** will distribute 100,000 bottles of water donated by Nestle Water Canada to needy Social Service Agencies including The Salvation Army, The Red Cross, Youth Unlimited, Scott Mission and Fred Victor Centre.

Teaming up to make **PROJECT WATER** a success for 2007 is **Danamark WaterCare**, which will donate 12 state-of-the-art **Danamark Water Filtration** systems to various shelters in the GTA as part of its ongoing efforts to make a difference in the community and provide everyone with good water. **Canadian Springs** will also be on-hand to donate 1000 reusable water bottles to be distributed by the agencies, while **Remco Freight Forwarders** has generously contributed delivery of the 100,000 bottles of bottled water.

With summer just heating up and more heat waves predicted for the GTA, **PROJECT WATER** is essential: Over the past six summers, **PROJECT WATER** has distributed over 1 million bottles of donated water to close to 100 Agencies.

“The demand for the water is way up because funding to the Agencies by the City of Toronto is way down,” says **Jody Steinhauer**, President of **The Bargains Group** and **Founder of PROJECT WATER in 2000**. “We do **PROJECT WATER** every year because we don’t want anybody to die on the streets this summer because of the extreme heat.”

Every drop counts in caring for the needy so attend the launch of **PROJECT WATER** as volunteers from The Bargains Group assist the agencies load water at The Bargains Group Warehouse.

When: Wednesday, June 27, 2007 @ 2pm

Where: The Bargains Group Warehouse @ 890 Caledonia Road (West of Dufferin and South of Lawrence).

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