



**Press Release**  
**July 21<sup>st</sup> 2011**

## **Carron Phoenix Supports Oxfam Water Projects**

***In a major new initiative through its dealers which starts on August 1<sup>st</sup> Carron Phoenix is supporting Oxfam's gifting initiative Oxfam Unwrapped, with a commitment to purchase the charity's 'Safe Water for 10 People' gifts, with donations generated from every tap sold.***

Carron Phoenix will make a contribution from every tap sale, by purchasing 'Safe Water' gifts. The gifts enable Oxfam to set up or maintain a safe water supply, whatever the circumstances and in whatever form it is needed for washing, drinking or cooking. Equipment can be in the form of water pumps, water tanks, purification systems or pipes set up in a village for the first time or restoring supply after an emergency.

The initiative will initially run for five months from 1<sup>st</sup> August to 31<sup>st</sup> December 2011 and applies to all taps in Carron Phoenix's portfolio, including the seven latest additions launched on June 1<sup>st</sup>.



The company has produced dedicated POS material including a strut card and hang tags for retailers to use in their showrooms to highlight the charitable initiative and encourage support from consumers. POS packs have been sent out to the company's retailers in mid July ready to put on display. Regular updates will also be posted during the year on the company's website on how the initiative is progressing.

Says Neil Clark, sales and marketing director at Carron Phoenix: "Safe drinking water is something that we all take for granted here in the UK while for many across the globe it's a daily struggle. This is a simple and direct way to make a difference by drawing in the support of our retail partners and consumers to help a worthy cause through a normal purchase. We have the potential with this initiative to improve the lives of tens of thousands of people, especially with our enhanced tap offer for 2011/2010."

Says Rick Lay, Marketing Manager for Oxfam Unwrapped: "We are delighted that Carron Phoenix is working with Oxfam to provide safe drinking water. In many of the countries that we work, getting safe water to people is the most important thing we can do. Carron Phoenix's support will help to change lives."

For more information on Carron Phoenix's Safe Water initiative and to get involved, call 01324 638 321 or log on at [www.carron.com](http://www.carron.com)

**Ends**

Photograph supplied courtesy of Oxfam.



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