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For Immediate Release

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Redesigned Blue Planet Network Website Furthers Support for Safe Drinking Water

San Francisco Bay Area, CA, December 3, 2012 – Blue Planet Network, an award-winning 501(c)(3) nonprofit headquartered in the San Francisco Bay Area, has redesigned its website (www.blueplanetnetwork.org) to increase the impact of safe drinking water programs worldwide. The new site shares stories of communities and expert organizations coming together on the Blue Planet Network online platform to create safe drinking water and to transform more than one million lives. A new user experience makes it easy for anyone to learn about the global water crisis and fund sustainable solutions.

Unsafe drinking water and lack of sanitation is the world's largest single cause of disease and death. The new site highlights how Blue Planet Network helps its 94 funding and implementing organizations deliver the most effective clean water projects and enable long-term change in 27 countries. From San Joaquin Valley, CA to Nicaragua to Kenya and Cambodia, blueplanetnetwork.org shares stories of safe drinking water projects, the member organizations that implement them, and the funders who help create these opportunities for health, education and economic development. Anyone can review past project learning on blueplanetnetwork.org and invest in safe drinking water project plans that have been vetted and approved by other expert Blue Planet Network member organizations.

"Our website redesign is the first step in telling the story of how Blue Planet Network enables organizations anywhere in the world to work together to increase the impact of their safe drinking water programs," said Lisa Nash, CEO of Blue Planet Network. *"We invite everyone to take a look. The site portrays our mission and values. It connects our funders and thousands of individuals to quality water programs. It showcases how our 94 members use our online platform to bring safe drinking water to more and more people every day around the world."*

Blue Planet Network has created a collaborative online solution to unlock the experience of water organizations around the world and exponentially increase the impact of safe drinking water programs for people in need. As the world's largest open-access database of water and sanitation projects, Blue Planet Network enables its global members to effectively and affordably track, manage and improve water and sanitation projects totaling **\$38.6MM** on its platform. Showcased on the new homepage, Blue Planet Network's 94 member organizations have delivered affordable and sustainable access to safe drinking water and sanitation for more than **1,000,000** people across **1,600** communities.



In April 2012, Blue Planet Network was awarded the World Summit Award for being one of the world's best e-Content and most innovative Information and Communication Technology (ICT) applications to transform the global water sector with its collaborative technology platform, peer review process and SMS mobile reporting services. In 2010, Blue Planet Network received the Intel Environment Tech Award for using innovative technology to benefit humanity.

"I've seen nothing else like this network. It offers serious potential for improving transparency, information available to users, and the ability to understand what really works in the real world. This is a break-through technology useful for solving one of our most fundamental human issues," stated Dr. Peter Gleick, President of the Pacific Institute, Blue Planet Network Board Member, MacArthur Fellow, and Author/Editor of *The World's Water*.

"Blue Planet Network has transformed the global water sector through its award-winning technology. SV2 selected Blue Planet Network as its international grantee and will continue to support its long-term efforts," stated Dave Meader, Partner with Silicon Valley Social Venture Fund (SV2).

Blue Planet Network's approach – as one network, collaborating with many minds, and for one purpose – brings funders, NGOs and individuals together to collaborate and collectively share learning and use the Blue Planet Network platform to plan, implement and monitor sustainable water programs globally. *"Building a global conversation to address the world's water crisis gives everyone a chance to create long-lasting impact,"* noted Dr. Gleick.

About Blue Planet Network / www.blueplanetnetwork.org

Founded in 2002, Blue Planet Network's mission is to exponentially increase the impact of safe drinking water programs for people around the world. Blue Planet Network's vision is a world in which all people have affordable access to sustainable safe drinking water and the chance for health, education and economic opportunity that it brings. Blue Planet Network's collaborative online solution and technology services enable its members to plan, manage, monitor and analyze over **900** water projects totaling **\$38.6MM**. Blue Planet Network's 94 global members have helped more than **1,000,000** people across **1,600** communities in **27** countries with safe drinking water and sanitation.