

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Roughly 60 per cent of the human body is made of water. Drinking enough water is essential for maintaining the body's fluid balance and health, and access to water that is safe to drink or use for food preparation without risk of health problems has been acknowledged as a fundamental human right. While Canada is seen as a land of great lakes and mighty rivers, rapid rates of global warming and increasing human impacts on land and water are putting the country – and other regions of the world – at unprecedented risk for water security challenges.



GOING LIVE IN PRINT AND ONLINE:

SEPTEMBER 7, 2017
 SEPTEMBER 19, 2017
 SEPTEMBER 27, 2017

GET INVOLVED BY:

JULY 27, 2017
 JULY 27, 2017
 JULY 27, 2017

MATERIALS DUE:

AUGUST 31, 2017
 SEPTEMBER 12, 2017
 SEPTEMBER 20, 2017

Proposed editorial highlights:

LEADERSHIP AND ADVOCACY. Who are the leaders and advocates and what are some of the initiatives that successfully advance the clean water agenda?

RESEARCH. We explore the important contribution of Canadian researchers to tackling global water and food security challenges.

INNOVATION. What are some of the game-changing new technologies, approaches and innovations that address clean water issues?

ENVIRONMENTAL CHALLENGES. We highlight the work of companies and organizations that have an impact on water quality, freshwater biodiversity and the climate system.

ADAPTATION. How can the creation of new forecasting tools, disaster warning systems and water-measurement technology contribute to Canada's climate resiliency?

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3.6 million

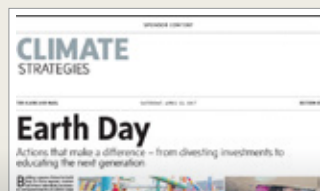
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CLEAN WATER



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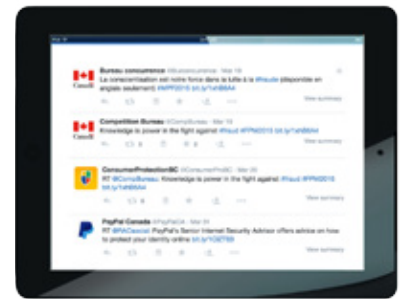
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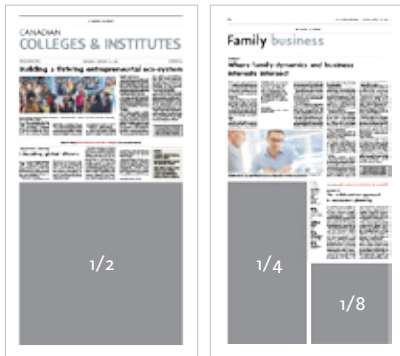
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