

## **FOR IMMEDIATE RELEASE:**

### **Pure Water for the World Film Finalist in the Sony, Picture This Festival for the Planet 2018**

*Rutland, VT - August 3, 2018.* Pure Water for the World, Inc. (PWW) video was selected as a finalist in the Sony, *Picture This Festival for the Planet*. This global competition focused on films with messages that support the United Nations' Sustainable Development Goals (SDGs).

PWW partnered with Mt. Mansfield Media, a media and production company based in Colchester, VT, to develop a unique video that focused not on the organization itself, but rather on why people feel inspired to be a part of the work PWW is doing in Haiti and Central America. The film is called *Why Do You Give?* and features volunteers, board members, local staff members and beneficiaries in both Haiti and Honduras.

In January, Sony announced the global *Picture This* competition. Filmmakers were invited to submit a video that inspired hope for our people and our planet and addressed at least one (eight were highlighted by Sony) of the 17 Sustainable Development Goals (SDG). PWW submitted *Why Do You Give?*, with its focus related to SDG number 6, clean water and sanitation.

In June, PWW was delighted to learn their video had taken first place among those submitted for the United States.

This week, the PWW team joined seven others finalists, from around the globe, at the Sony Picture Studios in Los Angeles for a full day event to celebrate the finalists and announce the winner.

"This is a huge honor for us," said Carolyn Crowley Meub, Executive Director of PWW. "We are very fortunate to have a dedicated and passionate network of supporters and volunteers who made this video a reality. From Jake Cunavelis and the team at Mt. Mansfield Media, who developed the idea and produced the video with limited budget, to the numerous photographers and videographers, who allowed us to use their images and video footage of PWW, we are truly grateful. This team effort ultimately is for the children of Haiti and Honduras...so they can lead healthier, happier lives."

"It was an incredible experience and honor to tell the stories of the PWW team and volunteers," said Jake Cunavelis, Owner and Creative Director,

Mt Mansfield Media. "They inspire us daily with their work, and we are humbled and excited for the opportunity this offers to share their message with an even larger audience."

PWW congratulates the filmmaker, Vinamra Pancharia of India, who produced the winning video, *Tubelight*, as well as all of the other filmmakers who participated in the competition.

"We are grateful to Sony for bringing attention to the SDGs and for their commitment to help improve life for all people on our planet," Meub said.

Watch *Why Do You Give?* and learn more at [www.purewaterfortheworld.org](http://www.purewaterfortheworld.org).

See all of the finalists at <https://www.sonypicturethis.com/>.

### **About Pure Water for The World:**

Pure Water for the World is a 501(c)(3) non-profit organization with a mission to improve lives by empowering people with access to life's most basic necessities...safe water and sanitation.

Pure Water for the World has partnered with over 200 communities, reaching more than 750,000 people in Haiti and Central America with life-changing, sustainable safe water, hygiene and sanitation solutions.

For more information, visit [www.purewaterfortheworld.org](http://www.purewaterfortheworld.org).

Contact: Jamin Gelder, Program Manager  
Pure Water for the World  
P.O. Box 55  
Rutland, VT 05702  
Phone: 802-747-0778  
Fax: 802-773-8575  
Email: [jamin.gelder@purewaterfortheworld.org](mailto:jamin.gelder@purewaterfortheworld.org)

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