



## ACTION FOR THE RIVER KENNET

18 September 2012

### **‘Care for the Kennet’ wins Best Community Led Project at UK Water Efficiency Awards**

ARK have won the prestigious UK Water Efficiency Awards ‘Best Community Led Project’ with their ‘Care for the Kennet’ campaign, which was run in partnership with Thames Water.

Campaigning to protect the long-term environmental health of this world-renown chalk stream, Care for the Kennet has helped educate 12,000 people in the Upper Kennet area about the link between their tap water and the river it comes from.

Presenting the prize during a ceremony at the House of Lords, attended by 110 guests, Defra's Water Minister Richard Benyon, credited Care for the Kennet with helping to support his Department's national Love Your River (LYR) campaign. The judges described the project as elegant and inspirational.

Charlotte Hitchmough, Director of ARK, said: "Working with the schools and communities around the Upper Kennet has been great fun and I am delighted that so many people took the water saving message to heart and are now using less water, and understand more about their river. I am particularly proud of Ramsbury Primary School whose ‘Save Water – Save the Kennet’ march through the streets of Ramsbury was an inspiration to us all."

Richard Aylard, sustainability director for Thames Water, said: "While we may walk or drive across our local river every day as we go to work or drop the children off at school, it is easy to overlook the simple fact that water from that river is what comes out of our taps and showers. Care for the Kennet seeks to remind us of that, and how moderating our daily water use can help protect this glorious river. Come rain or shine we urge everyone to value this precious resource and use it wisely."

Anyone can still sign up for a free water saving makeover by calling 0800 358 6665 and quoting ‘kennet’.

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Information about Action for the River Kennet is available at [www.riverkennet.org](http://www.riverkennet.org)  
For more details contact Charlotte Hitchmough on 07880 515859

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Photo Caption:

Left to right in shot: Lord Chris Smith of Finsbury, Chairman of the EA;  
Charlotte Hitchmough Director of ARK; Karen Simpson, TW Water Efficiency Analyst;  
Richard Benyon, Water Minister

