

PRESS RELEASE

IN EXPO MILAN YOU LEARN ABOUT WATER RESOURCE

From 3rd to 10th August, the Sanpellegrino Group organizes for children aged 6-12 years and their parents, workshops **WET**.

Recreational and educational workshops at EXPO to understand the water cycle, its role in the balance of our planet and the importance of a proper hydration for our wellness

Milan, 29 July 2015 - "You learn how to protect water at school" is the fundamental concept that inspire the initiative WET - Water Education for Teachers - an international project sponsored by Sanpellegrino in Italy with the aim of educating children to the responsible management of water resources. Now that is summertime, EXPO Milan, the ultimate speaking platform about the major sustainability issues, hosts during the month dedicated to WATER RESOURCE the workshop WET, sponsored by Sanpellegrino Group, Official Water Partner of Expo Milano 2015 and Italian Pavilion with the historical brand S. Pellegrino.

From August 3 to 10, the Group Sanpellegrino organizes for children aged 6-12 years and their parents educational workshops, aimed to help them understand the water cycle, its role in the balance of our planet, in the life of each of us and the importance of a proper hydration for a healthy body. Each workshop lasts approximately 30 minutes and is repeated six times a day at the "Vivaio Scuola", a place dedicated to school children on the third floor of the Italian Pavilion.

A video tutorial will explain children in a simple and fun way the ratio of land and water on the surface of the planet, the importance of this resource for life, describing the water cycle, evaporation and condensation. The entertainers will involve participants in a kind of "game of the goose" with dice, where children will be the pawns, in other words water molecules that travel the places of their continuous journey on earth, from rivers to ocean, from clouds to the earth, from animals to men. In each stage, the children collect a bead that will compose a colorful bracelet to remind them of all the places this valuable resource passes through.

It's essential to pay attention to childrens water intake as they often neglect thirsty. Through interactive games and installations, the young participants and their families find out the percentage of water in human bodies and how to keep the water balance. Every day we take water drinking and eating, but at the same time we lose it through sweating, breathing, evaporation, urine and feces. Children will learn that to stay healthy the amount of water introduced into our bodies should be equal to the amount lost.

Last, but not least important, the big billboard which shows that water is a renewable resource to be protected and that we can all strive for this purpose. Children will be invited at various situations to choose the best practices to save water.

The workshops WET, in programming for the first week of August, was preceded by workshop "Proper hydration" that Sanpellegrino Group organized in EXPO in June with a big participation of schools across Italy. About 700 children learnt how water is important for the health of our body and how to recognize the symptoms of improper hydration. From 1 to 8, just to fully grasp the educational opportunities that EXPO offers, Sanpellegrino is planning a new series of workshops, "R-GENERATION" about the importance of saving natural resources and the separate waste collection and recycling.