

“Trinkpass” helps educate students about water

Vienna – Austria, January 23th 2009 - Generation Blue, the youth water platform of the Ministry of Life and Environment, has launched the “Trinkpass” (hydration check) campaign which invites students of all ages in Austria to measure their hydration levels as part of 2009 Danube Day celebrations.

Niki Berlakovich, Austria’s Minister of Environment, said the campaign is aimed at informing teenagers about the importance of water and its role in maintaining health and well-being.

Students receiving the “Trinkpass” can playfully observe their hydration pattern over a two week period, after which they are asked to send in their results, together with a self-designed river symbol. The best drawing will be printed in the form of sticker tattoos and made available to schools free. Pupils aged between 13 and 15 years will receive a special prize in conjunction with the Danube Challenge, an annual boating event which engages youngsters in sporting and mental tests associated with the protection and preservation of water resources. To date, more than 10,000 “Trinkpass” hydration checks have been distributed.

Teachers can order the free “Trinkpass” by sending an email to office@aga.at. One “Trinkpass” will be allocated for each student. The entry deadline for the raffle is May 15, 2009.

For more information, please contact:

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