

Media Advisory - Canadian Diners to Help Celebrate World Water Day Starting Saturday March 22

Over 600 restaurants across Canada participating in week-long campaign

TORONTO, March 19 /CNW/ - UNICEF Canada, in partnership with five leading Canadian restaurant brands, is kicking off the TAP Project on World Water Day - March 22 - and involves Canadian diners and Swiss Chalet, Milestones, Montana's Cookhouse, Kelsey's and Harvey's restaurants across the country. During the week-long campaign, diners are able to add \$1 to their bill for tap water they would otherwise enjoy for free.

The TAP Project is a grassroots campaign that celebrates the clean and accessible tap water often taken for granted in Canada and helps UNICEF provide safe drinking water to children around the world. This year is the first year the TAP Project is running in Canada. It follows the significant success of its launch in New York City last year (a video recap of last year's activities can be seen at

<http://www.youtube.com/watch?v=3OmN4B7yyS8>).

The TAP Project is active at over 600 restaurants across British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland. Canadians are getting involved through many of the favourite restaurants they already visit.

Spokespersons are available to discuss the project and the issue of clean and accessible drinking water. What: TAP Project - A unique project that raises awareness of water issues and involves Canadian diners supporting clean and accessible drinking water for children in underdeveloped countries by paying \$1 for the tap water they usually enjoy for free in restaurants

Who: UNICEF Canada, Swiss Chalet, Milestones, Montana's Cookhouse, Kelsey's and Harvey's

Available for Interviews Senior representatives from UNICEF Canada and participating restaurants

When: Saturday, March 22 (World Water Day) through to Saturday, March 29

Where: Over 600 restaurants across Canada About Cara

Cara Operations Limited is Canada's leading branded restaurant and airline services organization. The company is 125 years old and operates some of the most recognized brands in the country including Swiss Chalet, Kelsey's Neighbourhood Bar & Grill, Harvey's, Montana's Cookhouse and Milestone's Grill and Bar and Cara Airline Solutions. For more information visit www.cara.com.

About UNICEF

UNICEF is the world's leader for children, working in 156 countries and territories to save, protect and enhance the lives of girls and boys. UNICEF supports child health and nutrition, promotes quality basic education, protects children from violence, exploitation and AIDS, and is the world's largest provider of vaccines for developing nations. A global leader in emergencies with six decades of on-the-ground experience, UNICEF saves and rebuilds children's lives in natural disasters and conflict. UNICEF is funded entirely by voluntary contributions from individuals, businesses, foundations, schools, associations and governments.

For further information:

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