

Media Advisory - Canadian athletes, media personalities and politicians help launch UNICEF's TAP Project

Canadians rally behind grassroots initiative

TORONTO, March 21 /CNW/ - Canadian athletes, media personalities and politicians are helping UNICEF Canada kick off the TAP Project this Monday, March 24. The TAP Project is a week-long 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. During the campaign, diners at leading Canadian restaurants will be asked to consider adding \$1 to their bill for tap water they would otherwise enjoy for free. Monday's kick-off event involves Canadian personalities serving water to restaurant guests to help raise awareness of the Project and its impact world-wide.

The TAP Project first launched in New York City in 2007, and has the potential to be the biggest project UNICEF has been involved with in 56 years. A video recap of last year's activities can be seen at <http://www.youtube.com/watch?v=3OmN4B7yyS8>.

The TAP Project involves the participation of five leading Canadian restaurants - Swiss Chalet, Milestones, Montana's Cookhouse, Kelsey's and Harvey's - and will run for one week from Saturday, March 22 to Saturday, March 29. The Project is active at over 600 restaurants across British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland. What: TAP Project kick-off event to raise awareness of the global water crisis and the impact of the TAP Project in under-developed countries

Who: Rod Black - Host, TSN and CTV Sports
Nigel Fisher - President and CEO, UNICEF Canada
Farley Flex - Judge, Canadian Idol, motivational speaker
Curt Harnett - Three time Olympic medalist
Michael Landsberg - Host, Off the Record, TSN
Marnie McBean - Four time Olympic medalist
Ben Mulroney - Host, eTalk and Canadian Idol, UNICEF Ambassador
Dan O'Toole - Co-host, SportsCentre, TSN
Adam Vaughan - City Councillor

When: Monday, March 24, 2008, 6:00 pm for 2 hours

Where: Milestones Bar and Grill, 123 John St. (at Richmond St.),
Toronto
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:

For further information: or to schedule an interview related to the Tap Project, please contact: Melissa Cable, Edelman Public Relations, Office:

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