

Date: 3/06/11

**WATER COMPANIES TEAM UP TO ENCOURAGE SUSSEX PENSIONERS
TO DRINK MORE WATER**

Southern Water and South East Water have joined forces to encourage elderly people to drink more water. As part of Dehydration in Older People Awareness Week (6th – 12th June 2011) pensioners who receive a hot meal delivery service from East Sussex County council will be challenged to take part in a quiz, designed to boost their knowledge about the benefits of drinking more water. As an added incentive there will be prizes for the best scores.

The event is being promoted by the National Association of Care Catering to draw attention to the advantages of good hydration which include boosting energy levels and preventing many illnesses.

Southern Water's Senior Public Relations Manager Beverley Thompson said "We all know it's important to drink sufficient water, but sometimes we all need a little incentive to keep us on the right track. The Water Quiz will be fun and informative. We wish all the participants the best of luck."

The week long scheme will help around 600 pensioners who live at home and many others who attend Lunch Clubs across East Sussex.

South East Water's Head of Communication Jane Gould said: "Water is vital to health but frequently gets overlooked as an essential nutrient, particularly among older people. We're delighted to support this healthy and fun initiative to promote the benefits of good hydration."

It is hoped the week long event will become an annual feature. East Sussex County Council already supplies its clients with water bottles which are topped up every time a meal is delivered.

John Figgins from East Sussex County Council said:

We are delighted that South East Water and Southern Water are backing the quiz.
Their contribution means that we can help our clients to stay healthy.

ENDS

Note to Editors:

More information about the benefits to the elderly of drinking more water can be found at www.thenacc.co.uk

Contacts

Beverley Thompson, Senior Public Relations Manager, Southern Water: 01634
824057/07789 650156.

Jane Gould, Head of Communications, South East Water: 01634 873219.

David Zwirek, Communications Manager, East Sussex County Council 01273 481435