



WISHING WELL
International Foundation

A non-profit organization bringing clean, safe drinking water to developing areas

For Immediate Release

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Amway Joins List of WWIF Expedition Sponsors

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Amway Corporation of Ada, Michigan has committed to a Vehicle Plus sponsorship in next year's 10-1-10 Africa Expedition. The May 2016 event is expected to raise two years' worth of funds for clean-water projects by Wishing Well International Foundation (WWIF). Amway is now the third company to



secure a Vehicle Plus sponsorship, which designates one of the vehicles for the company and pays all expenses for one company representative (excluding airfare). WWIF representatives and sponsors will travel in these vehicles throughout southern Africa to deploy water filtration systems.

Amway has a strong incentive to participate in the Expedition. In collaboration with university and industrial partners, [Amway developed a new biofoam filtration technology](#) that is revolutionizing water treatment in remote areas. The Expedition will be the first large-scale deployment of these biofoam filters in the field.

Without electricity or water pressure, the task of cleaning water in rural communities has led to evolving methods and technologies over the years. Since it was launched in 2010, WWIF has primarily used biosand filters during its deployments in various countries. The gravity-powered filters have proven to be effective at removing biological contaminants from water such as bacteria and viruses.



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Both biosand and biofoam filters will be used during the Expedition. Later this month, WWIF representatives will take a preliminary tour of the Expedition route in South Africa and Swaziland to plan the itinerary and determine the specific water issues of each location. The findings from this trip will help to determine which type of filter will be deployed at each site.

The effectiveness, ease of use and low cost of the foam filter is a game changer in the global effort to provide clean water in areas where people lack access to safe drinking water. The biological layer within the foam contains organisms that attack foreign pathogens as water passes through. The growth of 'friendly' microorganisms in this layer enables the filter to become more efficient at reducing protozoa, bacteria and viruses over time.¹

The addition of Amway to the list of sponsors is sure to attract other companies to sponsor and attend the two-week event. "Amway has quietly worked behind the scenes for years doing some great work," said Guillermo Guzman, WWIF CEO and Founder. "We encourage other companies to see the value of a sponsorship and to support this Expedition to the extent that their budgets will allow."

Click [here](#) to learn more about the Expedition and see the full list of available sponsorships.

Click [here](#) to view and download the registration form.

1. M. Kastl, J. Rose. *Foam Water Filter Studied for Remote Global Use*. Michigan State University, <http://research.msu.edu/foam-water-filter-studied-for-global-use/>

Thank you for your support.

