

Brilliant Public Relations Campaign Wins Vietnamese Teens trip to International Stockholm Junior Water Prize Finale

Tran Thi Tra Giang, Dang Thi Hoang Ha and Bui Kim Ngan will represent Vietnam in August at the prestigious International Stockholm Junior Water Prize competition. In all, national winners from 30 countries will compete for the honour, which includes USD 5,000 and a blue crystal sculpture in the shape of a water droplet.

The international Stockholm Junior Water Prize finale will be held during the 2009 World Water Week in Stockholm, August 16-22, the leading annual meeting place for the planet's most urgent water-related issues. Competing projects will be on display at the World Water Week exhibition hall, where each finalist will be interviewed by a committee of international water experts. The Prize will be presented to the winner on August 18 during a ceremony starting at 19.00 in the Stockholm International Fairs and Conference Center.

The finalists are the winners of national Stockholm Junior Water Prize contests, which fielded a record 3,500 submitted projects worldwide in 2009. Finalists will represent the following countries: Argentina, Australia, Belarus, Canada, Chile, China, Finland, France, Germany, Ghana, Israel, Italy, Japan, Latvia, Mexico, the Netherlands, Nigeria, Norway, the Republic of Korea, the Russian Federation, Singapore, Slovakia, South Africa, Spain, Sri Lanka, Sweden, Turkey, the United Kingdom, Ukraine, the United States and Vietnam.

This year marks the 13th year for the international Stockholm Junior Water Prize programme.

Helping other young people understand and take action to protect water sources

The Cau River in Vietnam is well-known in Vietnamese poems, stories and novels as the "dreaming river". Sadly, its beauty is gradually being lost to pollution. The Vietnamese team worked extensively to advocate water conservation, wise water use and management through: 18 video clips, 16 extracurricular activities and a website (www.moitruong.good.to) containing 14 topics, 40 items, 112 articles. To date, the website has had over 3000 visits.

The Stockholm International Water Institute (SIWI) administers the competition, which is sponsored globally by ITT Corporation.

H.R.H. Crown Princess Victoria of Sweden is the Patron of the Stockholm Junior Water Prize.

More information:

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High-resolution photos from the prize award ceremony will be available after 22.00 Central European Time on August 18, at www.worldwaterweek.org.

SIWI – Independent and Leading-Edge Water Competence for Future-Oriented Action

The Stockholm International Water Institute (SIWI) is a policy institute that contributes to international efforts to find solutions to the world's escalating water crisis. SIWI advocates future-oriented, knowledge-integrated water views in decision making, nationally and internationally, that lead to sustainable use of the world's water resources and sustainable development of societies.