Just ahead of World Water Day 2017, Strictly Come Dancing superstar and BBC Countryfile presenter, Anita Rani named as Patron of UK Water Charity, FRANK Water.

Wednesday 15 March, 2017

Strictly superstar and BBC Countryfile presenter, Anita Rani has been announced as patron of UK water charity, FRANK Water.

Anita first lent her support to the charity by voicing FRANK Water's Radio 4 Charity Appeal in July 2016. The appeal, which aired twice in one week, raised more than £15,000 for the charity.

As well as her star turn as a celebrity dancer, Anita is best-known as presenter on BBC One's Countryfile. She has also presented and co-presented a number of factual programmes on India, including The World's Busiest Railway Station for BBC Two, part of BBC's major India season in 2015.

Set up in 2005 by Katie Alcott, FRANK Water has reached more than 325,000 people in 300 different communities. Their projects are diverse and the solutions depend on multiple factors including the terrain and how the water is contaminated. However, all projects have a common purpose - to provide access to safe, clean drinking water and sanitation to groups of people who need it. The communities that FRANK helps are those living in remote, rural or 'hard to reach locations.' Often, they are classified as scheduled caste. They may not know their rights and have lived without state or central government assistance for generations. With its partners, FRANK Water supports communities to claim their rights, apply for government funding and take ownership of their community, their health and development.

Katie Alcott, Founder and CEO at FRANK Water, said: *"We are thrilled that Anita has agreed to become a patron of FRANK Water. She's a true advocate for our work, especially the support we offer women and girls –usually those who are most affected by a lack of safe water. She understands as we do, that all development starts with water."*

Anita Rani said: "*Having got to know the FRANK Water team and their projects over the last six months, I knew it was a cause I wanted to support in the long term. With water, comes education, health, rights and livelihoods and, importantly improved life chances for women and girls. Before everything, clean water*."

This World Water Day, Anita Rani is supporting FRANK Water's Drop For Drop Appeal. From 22nd March 2017, all donations will be doubled, giving supporters the chance to make double the difference.

Donations will be matched by Blue Sky Botanics - one of FRANK Water's corporate partners.

For images and interviews with Anita Rani, contact jess@johnnoel.com

For images, case studies and interviews with Katie Alcott, contact Claire@frankwater.com

www.frankwater.com

Media:







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