

Natalie Imbruglia launches new video with a splash

Submitted by: Bray Leino

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International songstress Natalie Imbruglia has joined forces with ecological cleaning experts Ecover to create a compelling video that explores the environmental importance of the global water cycle. Shot in Natalie's home, the short film explains how our actions in the UK can impact on the rest of the world and is packed with useful tips from Natalie on how to reduce water consumption.

"The protection of the environment is very important to me", says Natalie "so I was delighted to work with Ecover to create this film. There's often an abundance of water in the UK, so it's easy to forget the very real issues of water shortage and pollution in other parts of the world. The video is a great way to learn more and offers some really simple tips on how we can all make a difference."

Available to view at www.ecoverwateraid.com/natalie, the film supports Ecover's unique partnership with international charity, WaterAid which provides sustainable and ongoing access to safe water, sanitation and hygiene education to 11 villages and over 14,000 people in Ethiopia. Ecover has always recognised water is a precious commodity but it was the desire to highlight the importance of protecting the water supply on a global scale that led to the unique partnership with WaterAid.

To help you do your bit Ecover is also offering a free watercare pack which includes a hippo water saver for your toilet as well as tips on how to save water and reduce water pollution, both locally and globally.

To view the film, find out more about the partnership or order your free watercare pack, simply visit www.ecoverwateraid.com/natalie

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