

10,000 litres of canned drinking water being donated to relieve parched QLD and NSW towns

Free drinking water in more than 25,000 cans will be shared amongst some of Queensland and New South Wales' driest towns, as part of a free drinking water program delivered by GIVIT and Carlton & United Breweries (CUB).

The vital clean drinking water will be distributed to thirsty communities across Queensland's Southern Downs region from Warwick by the Salvation Army, while the Royal Flying Doctor Service will distribute to NSW communities from a hub in Cobar.

With both states currently gripped by one of the worst droughts on record, GIVIT's Caet Young says providing clean drinking water is akin to liquid gold for regional towns.

"It's no secret our regional communities are doing their best to soldier on through this drought. However, this water, which is canned at CUB's Cascade Brewery in Tasmania, will go some way to relieve the pressure on personal water storages of farmers, small businesses and families across the region," Mrs Young said.

The free drinking water program for disaster relief was launched in December 2018 by CUB in partnership with the Queensland Government and not-for-profit GIVIT. More than 100,000 water cans have been distributed in less than 12 months including to Townsville after the devastating floods earlier this year.

Southern Downs Regional Council Mayor Tracy Dobie said the donation is another inspiring example of the giving nature of the Australian spirit.

"It is heart-warming to see the level of support our region is receiving during these dry conditions, and this is not the first time Carlton & United Breweries and GIVIT have partnered to respond to a community in crisis," said Mayor Dobie.

"The Salvation Army will oversee this generous donation from Carlton & United Breweries of more than 13,000 cans of drinking water.

"The Salvation Army team will ensure the donation is distributed to the people who are drought affected and need it most."

CUB's VP Corporate Affairs Julian Sheezel said 550 cases for Southern Downs and another 550 cases for Cobar had been dispatched from the Yatala Brewery outside Brisbane and started arriving today (Wednesday).



“We helped launch this program to support Australian communities with limited access to drinking water, like those in the Southern Downs and around Cobar, because regional Australia has always supported us,” Mr Sheezel said.

“A drinking water program is a logical focus for our disaster relief efforts - water is a vital part of our brewing process and we’ve got canning capabilities and transport networks to make a program like this happen.”

“This is a long-term initiative which will help regional communities for many years.”

The program relies on the generous donations of can manufacturers Orora, packaging suppliers Visy and cluster supplier GPIA.

GIVIT works to alleviate poverty in Australia by ensuring every charity has the items needed for the people they support. Since 2009, more than 1.3 million items have been donated through GIVIT.

GIVIT works with almost 2,700 charities nation-wide, ranging from The Salvation Army and Australian Red Cross to smaller community groups and neighbourhood centres.

To donate quality pre-loved goods or funds to GIVIT, please visit givit.org.au.

To protect the dignity and privacy of a person in need, donors and recipients always remain anonymous. Communication is only made via the supporting charity.

**For more information or to arrange interviews
email media@givit.org.au, or call GIVIT Media on 0444 503 759**

About GIVIT

GIVIT is a national online not-for-profit connecting those who need with those willing to give. Through its website givit.org.au, trusted Australian charities are supported as they request essential, quality items on behalf of their clients. GIVIT matches their needs with public and corporate generosity, facilitating quality goods to reach our most vulnerable, impoverished and marginalised individuals in a safe, easy and timely manner. Since establishment in 2009, more than 1.3 million items have been donated via GIVIT to assist Australians in need. In 2011 GIVIT established its disaster recovery service following the Queensland floods and managed the donation of more than 18,000 items. Since then GIVIT has become the official partner of the Queensland Government managing offers of assistance after disasters on its behalf and has already distributed more than 224,000 items after 2019 Queensland flooding. GIVIT distributed more than 16,000 items to people in need after the 2018 Queensland fires and after 2017’s Tropical Cyclone Debbie, coordinated the donation of 92,000 items. In 2015, GIVIT gained national attention with Founder and Director Juliette Wright receiving Australia’s Local Hero Award by the National Australia Day Council and inducted into the Australian Businesswomen’s Network Hall of Fame. In 2019, she was awarded a Medal of the Order of Australia (OAM). GIVIT also received a National Resilient Australia Award by Australia’s Attorney-General for its disaster recovery service and The Australian National Innovation Challenge Award.

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