

## **ONE DROP and the Maharaja Life Foundation Join Forces to Provide Sustainable Access to Safe Water in India**

ONE DROP-an initiative of Guy Laliberte, Founder of Cirque du Soleil(TM)-is proud to announce it will be joining forces with the Maharaja Life Foundation to implement innovative and integrated water-access projects in India. Maharaja Life Foundation, launched this evening in London, UK, by its founder Tarun Mahrotri, is a registered grant-making charity aiming to counter the tribulations of poverty in India in a variety of ways, with an initial focus on access to safe water. Maharaja Life Foundation has committed to contribute financially to ONE DROP, an international non-profit organization working towards ensuring sustainable access to safe water today and forever.

"ONE DROP couldn't be happier about this partnership. It's going to enable us to do a lot of good... to touch thousands of people's lives and help change them for the better. Providing sustainable access to safe water is essential. When you pair it up with using arts and culture to raise awareness, to bring about life-lasting changes in the way whole communities manage this vital resource, there is no telling what these populations will be able to achieve. That's what makes ONE DROP's approach unique," said Guy Laliberte.

"Maharaja Life Foundation is honored to announce this association. We chose ONE DROP as our very first partner because this one-of-a-kind organization is a world leader, as water charities go, with a vast number of distinctive projects and profound knowledge of this vital sector. This ensures our funds will be put to the best use," added Tarun Mahrotri, founder of the Maharaja Life Foundation.

### ONE DROP's action in India

Through Project India, ONE DROP has been active in that country since 2011. In addition to supporting sustainable access to safe water and sanitation through an integrated and innovative project administered alongside ONE DROP's Project India partner United Technologies Corp, the non-profit organization creates theater shows which address specific local water resource management issues. Moreover, ONE DROP develops, in collaboration with local partners, educational arts-based workshops and produces useful communications tools. The workshops are designed to draw from local arts, crafts and materials to further explore water-related issues with youth and their communities while the communications tools (i.e. pamphlets, storybooks, videos, etc.) are produced to strengthen the capacity of the project and ensure its sustainability.

### About ONE DROP

ONE DROP-a non-profit organization established in 2007 by Guy Laliberte, Founder of Cirque du Soleil-fights poverty worldwide through its projects aimed at supporting access to water and raising each and every one's awareness of water-related issues. With its uniquely artistic approach, ONE DROP implements site-specific safe water and education initiatives while allocating solidarity financing loans. Worldwide, ONE DROP's ongoing creative projects also raise awareness about water-related issues and encourage smarter water practices. To learn more, visit [www.ONEDROP.org](http://www.ONEDROP.org).

## About Maharaja Life Foundation

Maharaja Life Foundation is an initiative of Tarun Mahrotri and his family. Profits from Maharaja Life, the exclusive business and lifestyle consultancy, are allocated to the Maharaja Life Foundation. Maharaja Life Foundation is a UK registered grant making charity and was set up as such to avoid spending charitable funds on infrastructure. Instead, it identifies the best organizations which deliver the most effective projects and provides them with financial support. With the generous and kind assistance of trustees and committee members from all over the globe, Maharaja Life Foundation works to inspire fundraising through a series of events and opportunities. This enables Maharaja Life Foundation to raise awareness about the issues of poverty in India in its niche market. At the end of the financial year, the total administration cost incurred by the Foundation will be reimbursed by the founder so that all the funds raised will have gone directly to the projects.

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