

Sports

Khammuan cycle ride promotes water filtration

**Sangkomsay
Bupphanouong**

More than 40 staff from the Terra Clear Company last week rode mountain bikes for 26km from the Mekong River in the provincial capital to Aen Cave in Khammuan province, to promote the use of water filters.

The bike ride was organised to raise awareness among the people of Thakhek district of the benefits that Lao Ceramic Water Filters can have in improving people's lives.

Officials, including provincial Deputy Governor

Somchay Phetsinoune and Terra Clear Managing Director Nathan Cole, experienced the natural beauty of the province during the ride.

The team stopped to drink filtered water from filters installed in each village they passed through. They cycled their way through 43 villages and, with the support of village headmen, spread word of Terra Clear's Lao Ceramic Water Filters to over 32,000 people.

The purifier is the ideal form of water treatment for both urban and rural households concerned about the health and safety of

drinking water.

"Together we can bring clean water to villages throughout Laos. The cooperation we see here is amazing. Everyone is excited about doing their part to deliver clean water," said Mr Cole.

The Food and Drug Administration Department has independently tested the filter and found it effective in reducing and eliminating the presence of E. coli bacteria and other coli forms commonly found in water.

The technology reduces the incidence of diarrhoea, and subsequently infant mortality.



Mr Somchay Phetsinoune (centre), Mr Nathan Cole (right) and officials ride through Thakhek district in Khammuan province.

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By drinking filtered water, people's immune system builds up and they become stronger, healthier and more able to lead successful lives.

Filtering reduces the need to boil water so everyone who uses this technology is helping the environment by reducing emissions that lead to global warming.

Mr Cole said he graduated with a master's degree in international development and focused his studies on communities' ability to produce clean water.

Terra Clear began official

production of ceramic filters in October 2010. So far, 2,000 filters have been distributed through their sales network and partnerships.

Terra Clear expects to produce as many 20,000 units in 2011 and believes the product can meet the household water treatment needs of 75 percent of families countrywide in the future.

This ceramic filter technology has been in use for over 25 years, and similar products are presently produced in 18 countries worldwide. It has been

thoroughly tested by various organisations including UNICEF.

The filters are produced in Champassak province and have an average useful life of two years. The complete unit costs only 242,000 kip and replacement filters can be purchased for 55,000 kip. In neighbouring Cambodia, some 200,000 filters have been distributed since 2003.

Mr Cole said he was very grateful to the Lao government and Party for making the cycle ride possible.