



19 december 2007



## Norit water on its way throughout Europe!



At 9:30 sharp this morning his Royal Highness Prince Willem-Alexander locked the Glass House and officially kicked off 3FM's Serious Request event "The world cries out for potable water".

Just a few moments later, water ran through Norit's Perfector-E and into the first bucket, which DJ Coen Swijnenberg will bring to the other Glass Houses in Europe.

Although it is freezing cold outside, Norit's Perfector-E started purifying pond water at 6 am this morning and ever since then Glass House "inhabitants" have been using the water. Thanks to Martijn Lesscher, Michiel Koelen and Wouter Broeze, the Perfector-E was installed in record time this morning.



This year 3FM is creating awareness for the Red Cross at three locations simultaneously. In addition to the Glass House in The Hague, another Glass House is located in Leuven, Belgium, and a third one in Geneva, Switzerland. At these locations, money will also be collected to provide the world with safe potable water.



After DJ Coen Swijnenberg filled his bucket with exactly 15 liters of purified water from the Perfector-E, he started hitchhiking to Leuven. To make it even more difficult, he may not spill any water. He is expected to be back in The Hague on Monday, 24 December, and he expects to bring a lot of donated money from Belgium and Switzerland back with him.



### Overwhelming responses from Norit colleagues

Overall, Norit colleagues proved to be quite creative and involved with this event as we received very positive and enthusiastic responses to our request to raise as much money as possible. Worldwide at all Norit Business Units and Sales Offices different fund raising initiatives were launched for this good cause. Norit setup a special bank account for these funds:

ABN AMRO  
 Swift: ABNANL2A  
 IBAN: NL45ABNA0480528438  
 Norit NV, Zenderen, The Netherlands

At the end of the event Norit will transfer the funds raised to the Red Cross. We will keep you updated about this over the next few days.

### Norit in the Glass House

A lot of attention has been given to Norit during this heart-warming event. The various media, such as newspapers, radio and television, responded very positively to Norit's donation of six ERUs (Emergency Relief Units) to the Red Cross.

- **Het Rode Kruis betaalt een klein deel van de actie Serious Request zelf, bijvoorbeeld de kosten voor banners en posters. Deze kosten worden niet ingehouden op de opbrengst. Sponsors betalen de rest van de actie. Dit jaar zijn dat:**

- **Norit sponsort zes Emergency Response Units voor drinkwaterzuivering, te gebruiken door het Rode Kruis in noodhulp situaties. Waarde: ongeveer 300.000 euro.**

- **Coca Cola sponsort tienduizend 4-packs aluminium flesjes. De opbrengst gaat naar Serious Request. De Coca Cola Truck is het podium voor de Serious Request surprise act on tour.**

bron: nrc • next, woensdag 18 december 2007



On Thursday, December 19, between 1-2pm (Dutch time), Norit will be inside the Glass House in The Hague during the live broadcast to explain the technology Norit uses to purify water and to ask for donations.



If possible, please tune in to 3FM Serious Request by radio, TV or Internet (<http://seriousrequest.3fm.nl>) to listen live to the report and/or check the website or TV for pictures of Norit's Perfector-E in use in disaster areas in Sumatra and Pakistan.

For more information:  
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