



Hippo Water Roller Project News Updates

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Dear << Test First Name >>

I would like to make special mention of some recent publications that have featured the Hippo Water Roller as an appropriate technology for improved access to water.

They are listed and described below. We really do appreciate their support and thank them for promoting us.

2013 is off to a rolling start with **3 new TV exposures** on the local SABC2 agricultural show, "*Growing Tomorrow*" and another Hippo Roller **handover** taking place on Saturday (2nd March) in Kroonstad, South Africa, sponsored by [Bloemwater](#) – again.

Exciting new initiatives have begun:

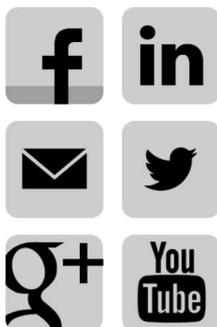
- MBA students from **Edinburgh University in Scotland** are developing new marketing strategies to expand the Hippo roller into new territories. This is being facilitated by [Amatobo](#).

- Another initiative is our association with [Shamengo](#) meaning "*Inspire your life*". This **French TV & Internet program** is currently producing a series of video portraits showcasing people who are trying to change the world through innovation. Their programs have been viewed by more than 10 million in just two years.

I would also like to welcome [Laura Rigby](#) who recently joined our team. We look forward to greater efficiency and improved communications with our Hippo roller supporters.

Thank you for your continued support.

Grant Gibbs | grant.gibbs@hipporoller.org | www.hipporoller.org



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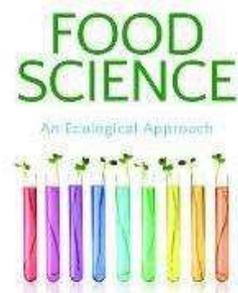
INVEST

CURRENT EXHIBITION

**Water for Thought:
Life-Changing Design**

REDUCING THE ENVIRONMENT IMPACT OF FOOD PRODUCTION

In the newly published book **Food Science: An Ecological Approach**, by Sari Edelstein, the Hippo water roller is used as an example of technologies used to reduce the environment impact of production.



"The Hippo roller allows farmers, particularly in developing countries, to carry water more easily than traditional methods. Some developing countries adapt to their environment with simple pieces of equipment, such as hippo rollers to carry water long

Water for Thought: Life-Changing Design

Venue: Roca London Gallery
Station Court, Townmead
Road, London SW6 2PY

Dates: Ends 23 March 2013.
Mon-Fri 9am–5:30pm
Sat 11am–5pm



The Hippo Roller is definitely adding value - it's one of the best objects displayed if you ask me!

We've also used the outline of the shape in a lot of our communication materials, it looks great.

Thanks again for all your support!

*Best,
Eva kazmierska
Roca London Gallery*

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environment with simple pieces of equipment, such as hippo rollers to carry water long distances from wells to home." ([Page 338](#))

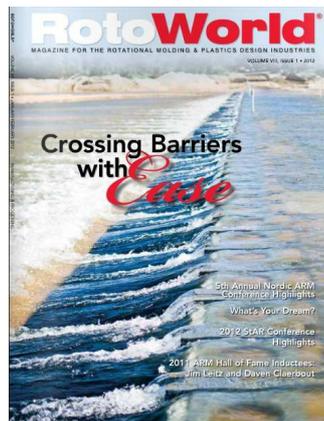
EMPOWERING WOMEN AND CHILDREN

The January 2013 edition of the digital magazine **Main Street Healthy Living** highlights the role of the Hippo roller in empowering women and children.

[View and share](#) this digital magazine which also features our popular video "Hippo Tears".



RAISING AWARENESS IN THE INDUSTRY



RotoWorld is a magazine for the rotational molding and plastics design industries.

RotoWorld chose the Hippo Water Roller Project as its [philanthropic initiative](#). It aims to raise awareness in the design industry and raise funds for the project.

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