

PARADE

2011's hottest new girl band PARADE reach new depths as the latest artists to support water foundation, fresh2o

Dynamic new girl band PARADE are the latest artistes to submerge for water foundation fresh2o and follow in the steps of Keira Knightley, Lily Cole, Sir Nick Faldo and Janet Jackson to support this worthwhile cause.

Designed to raise awareness of this incredible challenge to humanity, fresh2o's mission is to reduce poverty, improve health and prevent death by enabling the provision of clean water for drinking and sanitation purposes globally.

Oscar award-winning photographer Candice, a pioneer of the underwater portrait, has devised an impactful series of images using celebrity icons with global presence designed to connect, engage and motivate consumers worldwide to the fresh water crisis.

Following the recent release of their debut single 'Louder' which soared in to the singles' chart at number ten in March, the PARADE girls - Lauren, Sian, Bianca, Jessica and Emily were selected to front the new campaign for the foundation. Having recently supported Shakira, Alexandra Burke and Shayne Ward on their UK tours, and following a whistle stop tour of schools across the UK, the girls are keen to use their popularity to help raise awareness to the fresh water crisis.

The stunning images, featuring PARADE, will be used to highlight the plight of millions of people globally who suffer from the lack of fresh water.

-END-

Notes to editors:

Over 5,000 children die every day from dirty water and details of how the funds help to save lives can be found at: www.fresh2o.org

For more information on fresh2o please contact:

Candice
Founder fresh2o,
Telephone: (0) 1825 831931, E-mail: candice@fresh2o.org

<http://www.paradeofficial.com>

For more information on PARADE, please contact:

Laura Sinclair at Dawbell.

Telephone: 0207 484 5012, E-mail: laura.sinclair@dawbell.com