



OBE for Harrogate Water Brands Managing Director

14th June 15 Harrogate, England

James Cain, Managing Director of Harrogate Water Brands has received an OBE in the Queen's Birthday Honours List. The award recognises his services to impoverished communities through the company's Thirsty Planet bottled spring water brand which raises funds in support of Pump Aid.

Thirsty Planet was launched in 2007 and has since raised £1.8m for Pump Aid by selling over 40 million bottles of spring water through retail, foodservice and vending partners. With many independent and major retailers proud to supply Thirsty Planet, including ASDA and Waitrose, as well as onboard Thomson Airlines and numerous restaurants and catering outlets including Peyton and Byrne, Bartlett Mitchell and Gaucho restaurants.

A guaranteed 4 pence from every litre of Thirsty Planet sold is donated straight to Pump Aid, a British Charity that helps rural communities in remote sub-Saharan Africa to have a constant source of safe, clean, drinkable water.

Thirsty Planet's guaranteed and consistent monthly donations ensure that Pump Aid has the financial security to plan ahead and expand its operations. The clean water that Pump Aid provides has a massive impact on health and has transformed communities, enabling children to go to school and crops to be irrigated.

Since starting as a small community project in Zimbabwe, Pump Aid has grown into one of the leading water charities in Africa, having raised more than £15 million since inception. Its aim is to help tackle unsafe water which remains Africa's biggest killer of children claiming 4,000 young lives a day – five times the number killed by HIV/AIDS and twice as many as those claimed by malaria.

The charity's key achievements include:

- 1.35 MILLION PEOPLE given access to clean, fresh water
- 5,000 rural communities in Zimbabwe transformed as a result of having pumps installed
- 3,500+ communities in Malawi have received pumps, serving a total of 400,000 people

Pump Aid provide over 10% of the rural water supply in both Zimbabwe and Malawi nationally combined.

On learning of his award, James Cain said, "I'm absolutely delighted and incredibly proud to have been awarded an OBE by Her Majesty The Queen. It is a tremendous honour and most importantly, it is a reflection of all the hard work and dedication of every person who works for Harrogate Water Brands and every supporter of Thirsty Planet and Pump Aid.

"Whilst I shall be collecting the award at Buckingham Palace, it will be on behalf of all of my family and colleagues involved with the business."

James Cain's wife and Marketing Manager, Nicky Cain said, "I believe James' impact in supporting Pump Aid extends far beyond his role in helping to set up Thirsty Planet. He works passionately to promote Thirsty Planet and Pump Aid at every opportunity, ensuring it continues to be a major success. Throughout, his commitment to Pump Aid has remained unwavering.

"It is his personal commitment and efforts that have gone above and beyond what would be expected as a charity partner and highlight his deep conviction in wanting to help some of the most disadvantaged and vulnerable people on the planet. As a family business, we are all very proud of James and of our achievements together through Thirsty Planet."



For more information:

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About James Cain

James began his career with ASDA Wal-Mart, part of the world's largest retail organisation. Starting as a graduate trainee in logistics, he quickly became promoted to PA to the Chief Executive, a role which provided him with invaluable insight and a firm grounding in business.

He was further able to develop his management skills as ASDA's youngest ever General Manager, when he was given responsibility for running a new distribution depot at Skelmersdale, employing 1,200 staff and servicing the ASDA network across the north west.

Following a year's sabbatical from the corporate world, James returned to the UK and joined Harrogate Spring Water as Operations Director.

Incorporating his ASDA training and experience, he was able to implement improvements across the business from production to logistics. James is now proud to be Managing Director and to have transformed the business over recent times.

Sold across the major supermarkets, one of James proudest achievements has been the launch of 'Thirsty Planet' spring water. A dedicated charity brand, all bottles sold include a guaranteed donation towards providing clean, safe drinking water to rural African communities. So far, Thirsty Planet has contributed over £1.7 million since being launched in 2007.