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CUSTOMER CONNECTION

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JM EAGLE BRINGS WATER TO DRY VILLAGES IN SENEGAL

A turn-on-the-taps ceremony took place on the sandy soil of Leona, Senegal, Africa, this month, with JM Eagle President and CEO Walter Wang taking honors for helping to bring safe drinking water to more than 13,000 people.

The project—part of a collaborative effort between JM Eagle, the government of Senegal and Columbia University—placed underground PVC pipe from the source of water to more than 60 villages across the desert, doing away with the need for the people to transport the water by hand.

“The project is having a big impact on the lives of women and children who used to spend hours carrying water from wells far from home,” says JM Eagle Vice President of Marketing Neal Gordon. “They couldn’t get educations or have livelihoods because their time was consumed.”



It was common for young people to leave their villages when the wells dried up and their daily walks got longer and longer. Now the water project is revitalizing small-scale agriculture as more women are preparing vegetable gardens to feed their families and sell their surplus at market.

To make that possible, JM Eagle donated \$1 million worth of pipe that ran 100 kilometers long. President and CEO Walter Wang sees philanthropy as a fundamental part of doing business.



“We believe that profit comes in line with doing something else for others,” he says. “Our ultimate goal is really to do something to help the world, and we believe very strongly that profit comes as long as we work toward that goal. Profit comes naturally.”

The event is receiving worldwide media attention, with Voice of America among the first to feature our corporate partnership with the Earth Institute. To read the Voice of America article, click [here](#)¹. To hear the radio broadcast, click [here](#)². To read an article in Water and Wastewater International magazine about JM Eagle’s philosophy on philanthropy, click [here](#)³. CNN is also running a piece about the event as an “In the Know” segment.

¹ <http://www.voanews.com/english/2009-01-16-voa77.cfm>

² http://www.voanews.com/mediaassets/english/2009_01/audio/Mp3/BKG%20Stearns%20Senegal%20Water%205-62120%20pw%20edit_0.Mp3

³ http://www.pennnet.com/display_article/350817/41/ARCHI/none/WATER/1/Project-bringing-safe-water-to-Senegal-villages-now-complete/