

**AVEDA**  
**WALK FOR WATER**



## WALK FOR ONE GREAT CAUSE

In celebration of its third anniversary, mapKL is bringing a month long festival with a special cause in mind. From earth hour to earth day, 30 days of events dedicated to our planet Earth. Map Arts Festival 2013 aims to highlight the beauty of our planet and invites the public to take action in sustaining its richness and gift the coming generations a better future.

Aveda's Walk For Water on April 21st continues the journey of map Arts Festival, a charity campaign which aims to build public awareness towards providing clean water to communities in need. Aveda's Walk For Water at Publika is a 3km walk around the square symbolizing the distance millions around the world have to walk to gain access to clean water. It will be specifically supporting the EcoKnight's Mantanani Project, Project H2O, to help raise funds to supply clean water to the villagers of Mantanani Island, Sabah. And is part of a master development plan proposed by blue life ecoservices in 2012, which shares a holistic vision for a sustainable Mantanani, and aims to apply an economically, sociably and environmentally balanced development plan for Mantanani.

The fact that more than US\$26 million have been raised by Aveda to help support environmental organizations restores our faith in mankind. This international event takes place annually in the US, Australia, Singapore and Canada amongst others and is now here in Malaysia. By purchasing Aveda's Light the Way™ candles participants can make a big difference in Malaysia. RM 35, the retail price of one candle, may not seem like much, but in sum, it offers a better future for students in Mantanani. Aveda will donate one 100% of the purchase price to the Mantanani development project.

This year's Light the Way™ Candle carton is beautifully decorated with artwork made by students in Ampasimanjeva, Madagascar. The children, who previously had drunk from a dirty, crocodile-infested river, created drawings to show how their lives changed after the community built a safe community water source close to home.

We often take clean drinking water and sanitation for granted, but we must not forget those who do not have such privileges.

Aveda's Walk For Water will take place on April 21st, globally known as Earth Day, and will mark the end of Map Arts Festival's month long tribute to our planet.



**DO YOU KNOW**  
1 IN 7 PEOPLE LACKS ACCESS TO  
**CLEAN WATER?**

**AVEDA**  
**WALK FOR WATER**

JOIN US AND DONATE  
21 APRIL 2013 ■ 8AM - 10AM

THE SQUARE, PUBLIKA

2.5 KM WALK AROUND PUBLIKA

REGISTER @ [avedaw4w.ecoknights.org.my](http://avedaw4w.ecoknights.org.my)

**AVEDA**  
EARTHMONTH2013

**publika**

**MAP**  
arts  
festival  
2013

**EcoKnights**  
INSPIRING SUSTAINABLE LIVING

## AVEDA EARTHMONTH2013

Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility - not just in the world of beauty, but around the world.



Our vision is to work with key businesses to develop eco-friendly communities that embrace the geological, geographical, historical, cultural, and biological dimensions of the environment, using eco-friendly principles in support of a sustainable system that is passed to future generations

## map

MAP is an arts and cultural platform that serves as a catalyst to explore contemporary ideas. MAP provides opportunities for arts and cultural producers from multidisciplinary backgrounds to develop their ideas while promoting compelling encounters to a broad audience.

## publika

Publika is an urban centre for cultural activity and shopping. A free, inclusive space where ideas thrive, a gathering point where visionaries, artists and the public connect and engage.

We make art and culture an integral of everyday life.

## WALK FOR ONE GREAT CAUSE



Public Awareness Campaign



Project H2o - Ecomkights



Publika - Walk Route

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## Local Partner

Ecoknights is our local clean water partner  
how they help offer clean water to the village  
Mantanani, Sabah.

## Local Plan

Our goal is to give them \$15,000. Your part  
Just join us for Walk for Water on 21 April and  
a donation of at least \$20.

Want to help? Make a donation, join our special  
book an activity, or walk for water. Why not  
It's Earth Month!



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Change Lives  
\$55 at a time



One candle purchase  
can provide a year's  
worth of clean drinking  
water for a person  
living in Madagascar.

Make a difference. Buy candles.

Learn about these projects and more at  
[facebook.com/aveda](https://www.facebook.com/aveda).

\*Suggested retail price.

GET INVOLVED :: [AVEDAW4W.ECOKNIGHTS.ORG.MY](http://AVEDAW4W.ECOKNIGHTS.ORG.MY)

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Ecoknights

Want to help? Make a donation, join our special events or  
book an appointment for clean water. Why not do all three  
it's Earth Month, after all.

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