

# Media Coverage April - June '08



Campaign	Date	Content
<b>Ariel and Waterwise Ad</b>		
Psychologies	April	Ariel and Waterwise Ad
Easy Living	April	Ariel and Waterwise Ad
Good Housekeeping	April	Ariel and Waterwise Ad
Top Sante	April	Ariel and Waterwise Ad
Prima	April	Ariel and Waterwise Ad
Red	April	Ariel and Waterwise Ad
Eve	April	Ariel and Waterwise Ad
Easy Living	May	Ariel and Waterwise Ad
Good Housekeeping	May	Ariel and Waterwise Ad
Prima	May	Ariel and Waterwise Ad
Psychologies	May	Ariel and Waterwise Ad
Red	May	Ariel and Waterwise Ad
Eve	May	Ariel and Waterwise Ad
<b>Ariel and Waterwise Ad</b>		
Psychologies	April	Ariel and Waterwise advertorial
Easy Living	April	Ariel and Waterwise advertorial
Good Housekeeping	April	Ariel and Waterwise advertorial
Top Sante	April	Ariel and Waterwise advertorial
Prima	April	Ariel and Waterwise advertorial
Red	April	Ariel and Waterwise advertorial
Eve	April	Ariel and Waterwise advertorial
Easy Living	May	Ariel and Waterwise advertorial
Good Housekeeping	May	Ariel and Waterwise advertorial
Eve	May	Ariel and Waterwise advertorial
Prima	May	Ariel and Waterwise advertorial
Psychologies	May	Ariel and Waterwise advertorial

Red	May	Ariel and Waterwise advertorial
<b>Waterwise conference</b>		
BBC South East	08-Apr	Waterwise conference
Sky News	08-Apr	Waterwise conference
BBC Radio Oxford	08-Apr	Waterwise Conference
Water, Energy and Environment	May	Waterwise conference Review (double page)
The HIP! Magazine (for Heating Engineers, Installers and Plumbers)	June	Waterwise Conference
<b>Waterwise East</b>		
Essex FM	01-Apr	Andrew - Waterwise East
<b>World Toilet Day</b>		
Pinknews.co.uk	28-Apr	Toilets - water efficiency an World Toilet Day
<b>Joint Water Company Advertorial</b>		
M&S Magazine	01-May	Joint water company advertorial
Homebase 'Ideas' Magazine	Jun-05	Joint water company advertorial
<b>Thames Water, Water Resource Management Plans</b>		
BBC Radio Berkshire	07-May	Thames Water Draft Water Resource Management Plans
BBC Radio Wiltshire	07-May	Thames Water Draft Water Resource Management Plans
<b>Coolaworld</b>		
Marie Claire	June	Coolaworld Promotion
<b>Almost waterless washing machine</b>		
Daily Mail	09-Jun	The washing machine that needs just one cup of water
Reuters	09-Jun	UK to give waterless washing machine a spin
Yorkshire Evening Post	09-Jun	Yorks research into 'waterless washer'
News.com.au	09-Jun	New almost waterless washing machine
<b>Other</b>		
CNN	02-Apr	Science Museum - The Science of...

Western Mail	14-Apr	Turn tables on grubby hands - Waterwise and Gorenje
Utility Week	18-Apr	Efficiency Devices Don't Work - references Evidence Base report
Utility Week	18-Apr	Leader article re water efficiency targets
FT	April	Virtual Water and mentions Waterwise
Evening Standard	April	Mention of Waterwise
Source NW	April	Water efficiency and industry
The Guardian supplement - Everyday Energy	May	Waterwise mentions and tips
Water, Energy and Environment	May	Water and carbon
B&Q newsletter to parliamentarians	June	Sustainable gardening
Don't get Done, Get Dom - BBC2	03-Jun	Jacob interview about hard water