

FOR IMMEDIATE RELEASE

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Kalahari Resorts and Conventions, announces The Water Colors Life Project Through its Nelson Family Life Foundation Providing Clean Water to Communities in Africa and African Artists

The Nelson Family, owners and founders of Kalahari Resorts, matching guest donations up to \$1 Million through their Foundation

WHAT: [Kalahari Resorts and Conventions](#), home to America's Largest Indoor Waterparks, and the [Nelson Family Life Foundation](#) are excited to announce [The Water Colors Life Project](#), an initiative that seeks to provide clean water to communities in Africa while also highlighting the talent of artists in the region.

During their regular visits to Africa, the Nelson family, owners of Kalahari Resorts and Conventions, are inspired by the beauty and spirit of the continent. Their love of Africa is shared with guests in every aspect of Kalahari Resorts and Conventions, from the handcrafted artwork on the walls to the original music throughout the resort that supports African artists and craftspeople.

"The culture, spirit, craft and artistry of Africa has always inspired me and my family," said Todd Nelson, founder and CEO of Kalahari Resorts and Conventions. "We have seen firsthand how limited access to clean water has negatively impacted these African communities, and knew we wanted to help."

The Water Colors Life Project aims to reduce barriers to clean water for communities in Africa and African artists by drilling one borewell a month, with the first three currently being established in Matopos Hills, Bulawayo and Zimbabwe. These boreholes are simple, manual pumps that will easily provide fresh and clean water.

Guests of any of the four Kalahari Resorts locations can participate directly in The Water Colors Life Project by donating change in Wishing Wells at the resorts, rounding up at point of purchase and purchasing campaign-themed water bottles. Special signage about The Water Colors Life Project is found throughout Kalahari Resorts and includes a QR code that links guests to more information about the project with an option to donate directly. The Nelson Family Life Foundation has committed to match the first 1 million dollars in donations.

"More than 400 million people in sub-Saharan Africa live in a water-scarce environment," said Brad Bensman, executive director of the Nelson Family Life Foundation. "We aim to bring awareness to the struggles of African communities while inviting Kalahari's guests to participate in helping many African communities access clean and safe water."

Learn more about The Water Colors Life Project: [CLICK HERE](#)

CONTACT:

Sara Hood: shood@jacobsonrost.com

Cell: (262) 716-1928

ABOUT:

Kalahari Resorts and Conventions in Wisconsin Dells, Wisconsin, Sandusky, Ohio, the Pocono Mountains, Pennsylvania and Round Rock, Texas, deliver a beyond-expectations waterpark resort and conference experience all under one roof. The authentically African-themed Kalahari Resorts, privately owned by the Nelson family, are home to America's Largest Indoor Waterparks. All Kalahari Resorts feature well-appointed guest rooms, the full-service Spa Kalahari, a fun-filled family entertainment center, on-site signature restaurants, unique retail shops and a state-of-the-art convention center. To learn more about Kalahari Resorts, members of the media are encouraged to visit KalahariMedia.com.