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## WORLD WATER DAY CELEBRATION 2012

### **Water in our planet ...**

Our planet is called "the blue planet" because 70% of its formation is water. Nevertheless, only 2.5% is fresh water that yearly is getting in short supply due to contamination.

### **In Peru ...**

According to the statistics of UNESCO and INRENA (Natural Resources Institute), Peru will have water short supply in less than 20 years. If immediate action is not taken, crisis may occur such as in the poorest countries of Africa.

### **At Inkaterra ...**

At Machu Picchu Pueblo, Inkaterra Association (ITA) team participated in a local radio broadcast to discuss this worldwide event and the importance of the conservation of this resource. El MaPi Hotel and Inkaterra Machu Picchu Pueblo Hotel organized a cleaning campaign for the Vilcanota and Alccamayo River banks.



**INKATERRA**  
AUTHENTIC NATURE TRAVEL  
1975

**ITA**  
**INKATERRA**  
ASOCIACIÓN