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CLEAR FACTS

Not since biblical times has so little satisfied so many. Turn off your tap, put down your Poland, forget Figi, and buy a bottle of **Charity:Water**. A new project launched recently by Scott Harrison, Charity:Water is a subtle awareness-raiser to aid those in Africa without a supply of clean running water. It's a simple idea: a bottle costs \$20, and a case of 24 is \$480. Overpriced? Not compared to what's happening in Africa—if one bottle will provide clean drinking water for one person for 15 years, just think what that case will do. Go to www.charityis.com

(RED) ALERT

We hate to say "We told you so" but... that prediction we made about a **(RED) iPod** turned out to be true. Available now, **Apple** will give \$10 from each \$199 bright red iPod Nano to Bono's (RED) initiative. We've also had a more detailed look at the other product collaborations. **Converse** is offering \$300 limited edition Chuck Taylors made from African mud cloth as well as reworked versions of their canvas classics. We've got plenty of time for **Giorgio Armani's** (RED) watch, and red-is-the-new-black with the American Express Red, which donates 1% of your spending to the Global Fund to fight AIDS. Go to www.joinred.com

GET AWAY

Looking for an excuse to play hooky? Hop on a plane and go travel somewhere exotic as CITY Magazine presents "50 Reasons to Explore the World" in our new Fall Travel issue, on newsstands now or [available as a digital e-zine here](http://www.city-magazine.com). Go to www.city-magazine.com

