

## **Prana Water floods SA Roadlink coaches over Festive Period**

Prana Water will provide free water to all the SA Roadlink coach drivers this festive season in an effort to keep the drivers concentration levels high and ensure that they are alert and hydrated while on the road.

It is a fact that drivers do not perform well if they are dehydrated. Did you know that with only one percent dehydration your concentration levels can drop by as much as twelve percent. If dehydration goes up to 2%, concentration drops by 20%, while motor speed, which governs reaction times, goes down by 15%. More importantly for drivers hand-eye co-ordination drops by 12%, while general efficiency falls by 18%.\*

CEO for Prana Water, Grant Roper said “People don’t normally take dehydration seriously especially when they get in a car and drive long distances. There is normally a lot of attention given to driver fatigue but not much is given to dehydration which can drastically affect a driver and bring on the effects of fatigue. This summer we hope that our gesture of goodwill will be one less hazard for these drivers to worry about while they are on the road.”

John Botha, National Sales and Marketing Manager said, “Driver health is vitally important to us as our drivers have the responsibility of keeping passengers safe while they transport them across the country. This festive season our drivers will be well hydrated and will also be checked regularly by a nurse at our Wellness Centre at City Deep in Johannesburg which has recently been upgraded.”

Symptoms of dehydration can include headaches similar to what is experienced during a hangover, muscle cramps, decreased blood pressure (hypotension), and dizziness. All these symptoms are not what a driver wants to be experiencing while on the road.

**Ends**

**Notes to the editor:**

\*The research figures come from a study conducted by Water Wellpoint earlier this year.

- Prana Water bottles around 35 000 litres of water a day
- SA Roadlink conducts on average 30 journeys a day across the country.

**For Further Information Contact:**

Jonathan Mason  
PR & Communications Manager  
SA Roadlink  
083 554 8808