

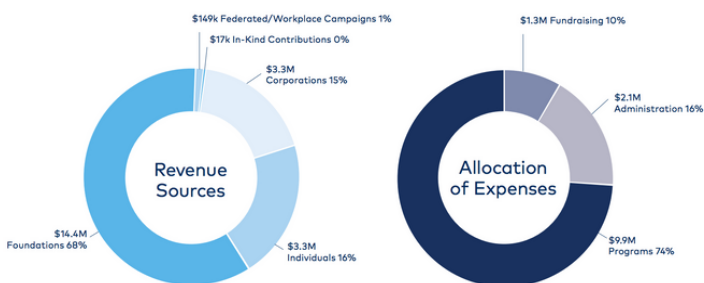
Fact Sheet



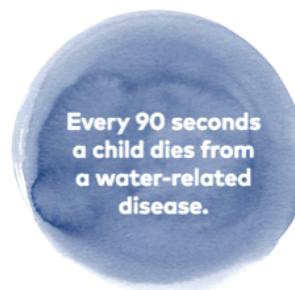
- Community-driven sustainable water and sanitation solutions
- CEO(s): Gary White & Matt Damon
- Established 2009
- Mission: bring clean water and sanitation to the world
- WaterCredit 2015 results: 99% average loan repayment rate at \$206 for average loan size
- 132,990 toilets and 123,257 water connections established in 2015



- Stainless steel, BPA-free water bottles
- CEO(s): Sarah Kauss
- Mission: end use of plastic bottles one S'well at a time
- Established 2010
- 2015 sales: \$50 million with 4 million bottles sold



Infographic from FY 2015



▪ About 1 million people die each year because of diseases related to poor sanitation and access to water.

▪ Women and children walk on average 3.7 miles per day just to collect clean water



Quench

- Saturday, May 1, 2017, 9am to 6pm., Central Park, New York, New York
- 10k, half-marathon and marathon races with option for participants to carry gallons of water along the way
- Interactive exhibits, food and music as post-race activities
- Visit www.quench.com for more details

For more information, Contact:
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QUENCH: 10K, HALF MARATHON & MARATHON

MAY 1, 2017 | CENTRAL PARK, NEW YORK, NY | QUENCHYOURTHIRST.COM



FOR IMMEDIATE RELEASE



New York, N.Y., April 23, 2017 – S'well and Water.org will co-sponsor Quench, a 10k, half marathon and marathon race event to raise awareness about the water crisis and what can be done to solve it.

What: A 10k, half marathon and marathon race event with post-race interactive exhibits and community activities

Who: Sarah Kauss, CEO and founder of S'well Gary White, CEO and cofounder of Water.org Matt Damon, actor and cofounder of Water.org Bono, singer and celebrity guest Olivia Wilde, actress and celebrity guest

When: Saturday, May 1, 2017; 9am – 6pm

Where: Central Park, New York, N.Y. Press tent will be at intersection of Cherry St. and W. 52nd St. entrance into the park.

Registration for race is \$20 and proceeds will go towards Water.org's continued efforts to end the water crisis. Press passes will be available Thursday April 29, 2016 and Friday April 30, 2016 at 157 Spring Street Suite 501 to pick up before the event. Parking passes can be provided and should be communicated with RSVP. Event will take place rain or shine.

RSVP to Mary Johnson and mjohnson@quench.com or 937-453-0279 by April 26, 2017.

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S'well, established in 2010, produces stylish, stainless-steel, BPA-free water bottles in an effort to get publics to stop drinking from plastic water bottles. Although S'well is relatively young, it was named number one on Fortune's list of the 50 Fastest-Growing Women-Owned Businesses in 2016. CEO Sarah Kauss started the brand thinking it would be a small, niche business but it quickly boomed through strategic partnerships with Starbucks, Crate and Barrel and most recently Target. By making a product that keeps beverages hot for 12 hours and cold for 24, S'well positioned itself as functional for any beverage the user chooses.

"In 2010 S'well was launched with a mission to rid the world of plastic bottles... When developing and designing the S'well bottle, we aimed to create a beautifully crafted bottle that keeps drinks cold for twenty-four hours and hot for twelve, while also giving back to those in need. At S'well, we understand it's important to be part of the solution, which is why we're proud to partner with our many charity partners: we are working towards bettering our environment and communities around the world, one S'well bottle at a time."

CEO & Founder of S'well, Sarah Kauss



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Co-founders Gary White and actor Matt Damon each had their own organizations, WaterPartners and H2O Africa, working to solve the water crisis before partnering together in 2009 to establish Water.org. The organization not only works to provide sustainable solutions to the water crisis, but also addresses safe sanitation in an effort to decrease disease-related deaths from these issues. Damon began his Toilet Strike campaign for Water.org in 2013 to raise awareness for the 2.5 billion and counting people who don't have access to safe sanitation. Water.org doesn't just promote charitable giving to help end the crisis, it also provides sustainable, economic solutions to areas where they are able to provide clean water and sanitation. This ensures that those affected by the water crisis can maintain infrastructures in the long-term.

At Water.org we envision the day when everyone in the world can take a safe drink of water and experience the dignity of a toilet. For twenty-five years, we have been at the forefront of developing and delivering solutions to the water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven, and market-based solutions to ensure all people have access to safe water and sanitation; giving women hope, children health and communities a future.

Mission of Water.org from website



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Backgrounder



S'well and Water.org are partnering together for “Quench,” a 10k, half marathon and marathon race that will take place on May 17, 2017 from 9am to 6pm in Central Park, New York, New York. To bring awareness to the water crisis, participants have the option to carry gallons of water throughout the race. Co-founders of Water.org, Gary White and Matt Damon will carry gallons of water at certain points during the race as well. Post-race activities include interactive exhibits, food and music for the public to engage with. Celebrity supporters of the Toilet Strike, Olivia Wilde and Bono, will also make an appearance at the event. The registration fee, \$20, will go towards Water.org’s ongoing projects to provide sanitation and clean water worldwide.

Supporting the Cause

There are 663 million people worldwide who lack access to clean water and sanitation. People walk miles just to find resources, but that is not enough because resources can be miles from one’s home and community. This means every 90 seconds a child dies from a water-related disease, and about 1 million people annually also die from these conditions. Women and children are primarily responsible for finding access to water sources, which can cause children to miss school and delay their education and development. For young girls, the lack of access to sanitation means they miss school during menstruation and have to worry about properly taking care of themselves. Water is a basic, shared resource everyone needs to survive. Developed countries don’t think twice about the sanitation they have and use daily, but for some countries and communities, this is still a problem that needs more than time and money, it needs a sustainable, long-term solution.

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FOR IMMEDIATE RELEASE

Quench: Raising Awareness for Global Water Crisis

SYRACUSE, NY (November 8, 2016) - There are 663 million people lacking access to clean water and sanitation around the world. What can you do to solve this problem?

S'well and Water.org are partnering together to host Quench, a combined 10k, half marathon and marathon event to raise awareness for clean water and sanitation sources on Saturday, May 1, 2016, at Central Park in New York City. Participants have the option to carry gallons of water throughout the race, simulating the challenge individuals worldwide experience to access clean water and sanitation daily. In addition to the races, Quench will provide family-friendly exhibits for public interactions, educating the public on clean water resources and sustainability.

Co-founders of Water.org, Gary White and actor Matt Damon, will carry gallons of water alongside race participants. Celebrity supporters of Damon's Toilet Strike, including singer Bono and actress Olivia Wilde will make appearances throughout the race and engage with participants at an interactive exhibit highlighting the strike post-race.

S'well's mission is to eliminate plastic bottles. By producing stylish, durable and reusable alternatives for beverage consumption, they are part of the solution to help improve the environment and communities worldwide. The partnership with Water.org expands their commitment to providing solutions as Water.org aims to provide everyone in the world with clean water and sanitation. Together they are inspiring the community to get out, put themselves in someone else's shoes and promote awareness of the water crisis, influencing the community beyond this one-day event.

Proceeds from the races will support Water.org's ongoing mission to create contemporary, community-sustainable and economic solutions, guaranteeing everyone's access to safe water and sanitation.

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Pitch Letter



Steve L. Pike
135 Parkwood Ave New York, New York 10035
212-998-4302

Re: Quench Your Thirst for Change

When you woke up this morning, having clean water to shower, brush your teeth or even make that first cup of coffee wasn't hard to find. However, for millions of people around the world, they walk on average 3 miles a day just to access the same quality of water and lack access to safe sanitation.

S'well and Water.org are teaming up to do something about the water crisis and are excited to present Quench, a 10k, half marathon and marathon event for the community that raises awareness about the global water crisis and safe sanitation.

"They are doing more than asking for donations, they are providing sustainable solutions that communities can maintain, which is something we enthusiastically support." Said Sarah Kauss, CEO and founder of S'well.

Gary White and Matt Damon, co-founders of Water.org, have both pursued initiative to end the water crisis since the 1990s. "We recently launched the Toilet Strike campaign, and this is a way to get people out and actively involved," Damon said. "They will experience, if only for a few miles, what many go through daily and walk away with knowledge on how to really help solve the problem with the post-races activities and exhibits."

Kauss, White and Damon will be available Tuesday October 6, at Quench's press conference. Special arrangements can be made to speak with them prior to the conference for interviews as well. You can contact me at the number above. I'll be in touch in the next few days to follow up with you and set up interviews.

Sincerely,

Quench Director Public Relations

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Sarah Kauss



Sarah Kauss is CEO of S'well, the stainless steel, BPA-free water bottles that changed the rules for hydrating on the go. The success of S'well includes a partnership with Starbucks, where limited supply of the product quickly sold out, and a new venture with Target for the S'ip by S'well brand.

S'well, established in 2010 may be relatively young, but Kauss is not your typical start-up CEO. She studied accounting at the University of Colorado at Boulder and worked as a CPA for Ernst & Young's Denver and Los Angeles offices. Her interest in entrepreneurship prompted her to go into consulting and real estate. A few years later, a class reunion panel on the water crisis birthed her idea for S'well.

Kauss was featured on Fortune's 40 Under 40 in 2014. S'well sold over 4 million bottles since it began, and gained support from both celebrities and organizations like Drink Up and American Forests furthering Kauss' mission to rid the world of plastic bottles one S'well at a time.

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Gary White is Chief Executive Officer and co-founder of Water.org. After merging his non-profit, WaterPartners, with actor Matt Damon's H2O Africa in 2009, White continued his innovation efforts to find ways for financing water and sanitation systems worldwide.

White positioned Water.org as a leader in water supply and sanitation initiatives, which includes Water.org's own WaterCredit. WaterCredit gives populations in need of clean water and sanitation supply financial options to implement those needs into the community. White's expertise extends to advising other organizations such as the Michael and Susan Dell Foundation, PepsiCo Foundation and the MasterCard Foundation.

For all his efforts, White was featured on TIME's 100 list of the world's most influential people in 2011. In 2012, he was the recipient of the World Social Impact Award from the World Policy Institute. White recently accepted an invitation to join the World Economic Forum's Global Agenda Council on Water.



Gary White

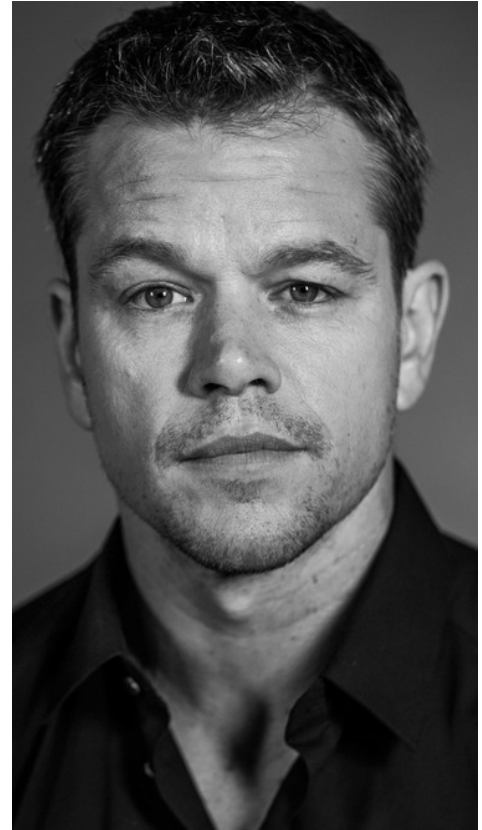
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Matt Damon, actor and co-founder of Water.org, best known for his roles in *Good Will Hunting*, *The Talented Mr. Ripley*, *Ocean's 11* and the *Bourne* series didn't want to be associated with nonprofit organizations he knew nothing about.

After taking a trip to Africa with Bono's organization DATA, which aims to solve humanitarian and developmental issues in Africa, one issue underlined all the problems DATA wanted to solve: water. Inspired by his trip, sanitation was another issue Damon decided to take on along with the water crisis. He believed providing sanitation solutions weren't just a one-day project but a long-term, sustainable impact for communities in need.

Since his partnership with Gary White, co-founder and CEO of Water.org in 2009, Damon continues to use his celebrity for good. Most recently, Damon started his Toilet Strike campaign to bring more awareness to sanitation and the water crisis, gaining support from fellow celebrities Olivia Wilde, Bono, Jason Bateman and Jessica Biel among others.



Matt Damon

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Images



Images can be used with any press materials in this kit



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