

S'WELL UNVEILS 2019 LIMITED-EDITION EARTH DAY COLLECTION FEATURING DESIGN INSPIRATION FROM NEW YORK CITY YOUTH

NEW YORK, April 15, 2019 – This Earth Day, S'well commemorates its mission to rid the world of single-use plastic bottles with the launch of a limited-edition collection celebrating the brand's [Million Bottle Project](#) and [youth sustainability](#) initiatives. The collection features two bottles – S'ip by S'well *Bright Future* and S'well *Dream*.

Bright Future is inspired by winning artwork from S'well's 2019 Earth Day Design Challenge where NYC public school students in Grades 1-12 were given the opportunity to participate in the challenge, which allowed them to share their vision for a waste-free world through art and word. 100% of proceeds from the sale of the *Bright Future* bottle will go to support the NYC Department of Education's sustainability initiatives.

Continuing the theme of sustainability, *Dream* elevates the environmental message by showcasing rich and lush environments of a beautiful world with the artistic style of Post-Impressionist painters.

"S'well strives to create bottles and programs that will tap into the power and optimism of our community," said Sarah Kauss, founder and CEO, S'well. "This design challenge harnesses the amazing spirit of our future leaders and the simple actions we can take to be agents of change."

The design challenge furthers S'well's mission to help eliminate single-use plastic bottle consumption through the Million Bottle Project and student advocacy efforts showcased last fall with the NYC-led [BRING IT](#) campaign. Hundreds of students across NYC answered S'well's call leading to the selection of one winner – Brandon, age 10 – and ten honorees.

When asked what he hopes his design will inspire in others, Brandon shared: "To rethink about their actions because our actions and decisions impact everything in the world."

Bright Future (\$19.99) and Dream (\$40) are available for purchase at [swellbottle.com](#). To see the students' submissions and find downloadable assets to share, visit [swellbottle.com](#) or head to Bloomingdale's 59th Street in NYC from April 18 to May 2 to see the artwork on display.

About S'well

Launched in 2010, S'well is a global manufacturer, wholesaler and online retailer of reusable, insulated products that fuse style and performance with purpose. S'well beverage containers are beautifully crafted and composed of BPA/BPS-free, food-grade, stainless steel. Most S'well beverage products, including S'ip by S'well, keep drinks cold for up to 24 hours and hot for up to 12.

S'well is committed to helping create and sustain positive change, by minimizing single-use plastic consumption and supporting communities in need with UNICEF and Breast Cancer Research Foundation (BCRF). S'well has been named to the Inc. 500 List of fastest-growing,

privately-held companies (#99) and a #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization, among other honors. S'well products are sold in 65 countries. Visit www.swellbottle.com to learn more.

About Million Bottle Project

By 2020, S'well aims to help displace 100 million plastic bottles from entering landfills, waterways and other undesirable locations with the Million Bottle Project – a sustainability program to promote minimizing single-use plastic bottle consumption. Inspired by the statistic that individuals use 167 plastic water bottles each year, the Million Bottle Project helps to demonstrate that we can create big change in the world by making small changes in our everyday lives. To learn more and join S'well by taking the pledge to reduce the use today, tomorrow and every day, visit www.swelbottle.com/millionbottleproject.

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