

## **Parley for the Oceans and S'well join forces in their battle against the threat of single-use plastic bottles and launch fundraising products**

- Announcement of long-term partnership between Parley and S'well to offer fashionable alternatives to single-use plastic bottles
- Every S'well x Parley bottle sold funds the removal of 10 pounds of marine plastic debris in Island Nations through the Parley Global Clean-up Network which intercepts plastic on coastlines, islands, beaches, reefs and oceans.
- First S'well x Parley limited edition available as of World Ocean Day, June 8<sup>th</sup>.



NEW YORK, June 7, 2018 -- Today, S'well, creator of the original fashion hydration accessory and global lifestyle brand, and Parley for the Oceans, environmental organization and global collaboration network for creators, thinkers and leaders, known for its Ocean Plastic Program, announced a long-term partnership to fund the fight against single-use plastic bottles and marine plastic pollution with the launch of S'well x Parley limited-edition collections.

According to recent estimates, in the next minute, a million plastic bottles will be purchased around the world. At this rate, over half a trillion plastic bottles are expected to be sold in 2020. 91% of the plastic we produce never gets recycled, and 8 million metric tons of it enters the oceans annually.

Plastic bottles pose a threat to the environment and human health. In a 2018 study<sup>1</sup>, 93% of samples from popular bottled water brands were found to contain microplastics. To help solve this complex issue, S'well and Parley are coming together with a common strategic objective: end the single-use plastic bottle consumption around the world.

Cyrril Gutsch, founder of Parley for the Oceans:

“Today, plastic is everywhere. You find it in snow and rain, it pollutes our air, our food and it intrudes our own bodies, poses a serious threat to human health. Tomorrow, we will be surrounded by future materials which add value to our lives. The ‘For the Oceans’ bottle edition is a symbol and flag for the Material Revolution we are driving, a battle shout to unite, to collaborate, to create a future that allows human life to exist on this magic blue planet.”

---

<sup>1</sup> <https://orbmedia.org/stories/plus-plastic/multimedia>

“We’ve always believed our product can truly make a difference in the world,” said Sarah Kauss, founder and CEO of S’well. “This partnership will allow S’well to extend our efforts to rid the world of plastic bottles by supporting Parley’s strategic principles and amazing cleanup program. This is only the beginning of the positive change we’ll achieve together.”

The partnership between Parley and S’well will implement and build on the principles of Parley AIR (Avoid. Intercept. Redesign.) — the strategy developed by Parley to end marine plastic pollution and drive a Material Revolution. This will entail:

#### **AVOID**

To help end the use of single-use plastic bottles, Parley and S’well will launch a series of S’well x Parley bottles. These will be available at [swellbottle.com](http://swellbottle.com), starting on World Oceans Day, June 8<sup>th</sup> at \$35.

#### **INTERCEPT**

Each sold bottle will fund the removal of 10 pounds of marine plastic waste through the Parley Global Cleanup Network. Specifically, operations will focus on Island Nations, small island countries that are especially threatened by a changing ocean and climate, yet also uniquely positioned to lead solutions.

#### **REDESIGN**

Parley sees the solution to marine plastic pollution in the redesign and replacement of harmful materials, methods and products. To support this vision, the long-term partnership will focus on redesigning the ways we consume water around the world.

Each bottle purchased will also support S’well’s Million Bottle Project and its goal to displace 100 million bottles by 2020.

Product Image can be found [here](#).

#### **ABOUT PARLEY**

Parley for the Oceans is the global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. The organization has formed alliances with major corporations including adidas, Anheuser Busch InBev (Corona), American Express; the United Nations; the Maldives and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, and space and ocean exploration. To know more: [www.parley.tv](http://www.parley.tv)

#### **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 through programs like the [Million Bottle Project](#) 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](http://www.swellbottle.com) to learn more.