



## **Bored & Thirsty Partners with One Drop Foundation to Help Promote & Fund Access to Safe Water Around the World**

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Santa Ana, CA - - Boredroom, LLC, the innovative Media + CPG company behind Bored & Thirsty, is thrilled to announce a groundbreaking partnership with the One Drop Foundation, an organization created by Guy Laliberté, founder of Cirque du Soleil. This collaboration is set to infuse the market with artfully designed cans that not only capture the eye but also serve a noble purpose. Bored & Thirsty and One Drop are uniting their creative and philanthropic forces to work towards a sustainable future with safe water for all.

The One Drop Foundation, established in 2007, is dedicated to ensuring sustainable access to safe water, sanitation, and hygiene for communities facing extreme barriers. Their innovative approach leverages the power of art and creativity to foster empowerment and development. Mirroring this vision, Boredroom, LLC's Bored & Thirsty line will feature special edition cans adorned with captivating designs and One Drop logos. These cans, featuring unique art designs to raise awareness for safe water initiatives, are more than just containers; they are canvases that convey a message of hope and solidarity.

Each can sold will contribute to One Drop's mission, with Boredroom, LLC committing to an independent donation based on sales. This initiative represents an era of consumer brand collaborations, where companies like Boredroom, LLC align with exceptional charities to address global challenges. The synergy between One Drop's creative integration of social art and water for global betterment and Bored & Thirsty's mission to build communities around art that promote positive change is a testament to the power of creative collaboration. Together, they illustrate a future where business and philanthropy merge, creating a ripple effect of positive change across the globe.

### **About One Drop Foundation:**

The One Drop™ Foundation is an international organization created by Cirque du Soleil and Lune Rouge founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development. Our mission is to ensure sustainable access to safe water, sanitation and hygiene for communities facing extreme barriers through innovative partnerships, creativity and the power of art, while contributing to climate action. Together with its partners, the One Drop Foundation deploys its unique *Social Art for Behaviour Change*™ approach designed to promote the adoption of water, sanitation and hygiene-related behaviours and empower

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communities. For this to be possible, the One Drop Foundation creates novel fundraising initiatives supported by a visionary community of partners and donors. The One Drop Foundation is celebrating 15 years of turning water into action, with projects that will soon have improved the living conditions of over 2.7 million people around the world.

To learn more about the One Drop Foundation, visit [www.onedrop.org](http://www.onedrop.org). Interact with the One Drop Foundation on [Facebook](#), [LinkedIn](#) and [Twitter](#), or on [Instagram](#).

**About Boredroom, LLC (Bored & Thirsty):**

Boredroom, LLC, doing business as Bored & Thirsty, is a revolutionary Media + CPG company that redefines the consumer packaged goods industry with its unique and creative approach. Established by dynamic entrepreneurs with a deep-rooted passion for innovation, Bored & Thirsty offers a premium alkaline water experience coupled with a commitment to artistic self-expression. Their product line features eye-catching can designs that celebrate art and creativity, bridging the gap between everyday consumer goods and artistic endeavors. Committed to sustainability and environmental consciousness, Boredroom, LLC is poised to make a significant impact in the beverage industry, building communities around the shared values of art, quality, and positive change.

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