



For immediate release

ONE DROP collaborates with Microsoft, using technology to raise awareness of water issues

- **Launches ONE DROP of Life app at the USA Pavilion at Expo Milano 2015**

MONTREAL, CANADA, May 28, 2015 – ONE DROP is pleased to announce an innovative collaboration with Microsoft to raise awareness of water issues worldwide and leverage technology to empower philanthropy. The ONE DROP of Life app, launched at the USA Pavilion titled *American Food 2.0: United to Feed the Planet* at Expo Milan 2015 (expected to receive over 20 million visitors), is a creative way for young and old to learn the facts about water while having fun...and passing time while waiting in line! The app is available for download on Microsoft, Android and iOS mobile devices and tablets. To date, the app has already received over 100,000 downloads and positive reviews from around the world.

This initiative comes on the heels of Microsoft's collaboration with ONE DROP through the sponsorship of One Night for ONE DROP, imagined by Cirque du Soleil, ONE DROP's flagship fundraising event held in Las Vegas annually. The creative team used Microsoft Surface technology to re-invent and re-imagine this unique one-time only show in 2015.

"We feel privileged to have the technological support of Microsoft on these initiatives. We are very much aligned in our shared belief that empowering individuals and communities is the key to re-thinking new kinds of sustainable solutions to pressing global challenges," states Catherine B. Bachand, CEO, ONE DROP. "Microsoft has empowered us through its technology so that we, in turn, can empower the communities where we work through the provision of safe water and sanitation."

"We want to empower everyone on the planet through technology and, ultimately, improve all aspects of people's lives. The most pressing issues facing humanity - including water resource management - require innovative solutions, which is why we are pleased to support ONE DROP in its goal of providing sustainable access to safe water for communities worldwide. ONE DROP continuously finds creative and impactful solutions to help address this critical issue, including raising awareness of the problem through creative means such as the new ONE DROP of Life app," says Christian Frei, CMO Western Europe, Microsoft.



To try the app, please download at: <http://www.windowsphone.com/en-us/store/app/one-drop-of-life/c538155d-205c-41c4-a90a-fedcdc057203>

About ONE DROP

ONE DROP is an international non-profit organization created by Cirque du Soleil founder, Guy Laliberté. At the core of our mission, water as a transformative force to improve living conditions as well as giving communities the ability to care for themselves and their families sustainably. onedrop.org

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