



THE ONE DROP FOUNDATION'S WINTER ONE DROP LAND EVENT ANNOUNCES TWO GRANTS TO LAS VEGAS WATER NON-PROFITS HIGHLIGHTING ITS COMMITMENT TO THE COMMUNITY

SINCE 2013, THE ONE DROP FOUNDATION HAS DONATED \$1.5 MILLION TO LIKE-MINDED LOCAL LAS VEGAS ORGANIZATIONS TO HELP RAISE AWARENESS AND EDUCATE THE COMMUNITY ABOUT WATER ISSUES LOCALLY AND GLOBALLY.

December 14, 2021 (Las Vegas, Nevada) - The One Drop Foundation hosted an event, *Winter One Drop Land*, in Las Vegas, Nevada, announcing a contribution of \$20,000 to benefit two local Las Vegas water charities: *WaterStart Channels for Water Innovation* and the *Southern Nevada Water Authority Youth Conservation Council*. Each non-profit organization received a grant of \$10,000 through the One Drop Foundation's donation. Created by *Cirque du Soleil* founder Guy Laliberté, the One Drop Foundation is committed to the Las Vegas community and has been supporting it on an ongoing basis since 2013 and will continue to do so.

The One drop Foundation deeply cares about the water challenges in Las Vegas and has been collaborating with several Southern Nevada non-profits over the past eight years. One Night for One Drop, imagined by *Cirque du Soleil*, and the Walk for Water for One Drop have allowed the One Drop Foundation to donate \$1.5M to like-minded organizations including *Springs Preserve*, *DISCOVERY Children's Museum*, *Desert Research Institute*, and *WaterStart*. These donations have helped raise awareness as well as educate the community about access to safe water, water conservation, and ongoing water innovations.

"This would not be possible without the collaboration of *Cirque du Soleil* Entertainment Group, with whom the One Drop Foundation organizes some of the most creative and impactful fundraising events. Thanks to the common artistic DNA of the two organizations and to the support of the Las Vegas community, the One Drop Foundation is able to transform lives in developing countries, and also locally in Nevada," says Jerry Nadal, member of the Board of Directors of the One Drop Foundation.



Founded in 2013, *WaterStart* is a non-profit representing a community of globally recognized leaders adapting to change by scaling up new solutions to water challenges and the global climate crisis. Driven by the need of water agencies and large water consumers, *WaterStart* serves as an innovation channel where community members can join resources to accelerate the deployment and adoption of water technologies. The *WaterStart* community founded Channels for Water Innovation, an organization based in Las Vegas that evaluates, publishes, and promotes water innovation allowing companies to collaborate across multiple industries, further broadening the pool of available technologies and shared experiences. Through matched funds, *WaterStart* and *Channels for Water Innovation* have supported the deployment of innovative technologies benefiting at least 80 percent of Nevada residents and two of the State's largest employers.

The Southern Nevada Water Authority Youth Conservation Council (YCC) is an immersive community service program focused on the future of water sustainability through the lens and actions of our next generation of decision makers and problem solvers. Administered by the Springs Preserve Education Department, the YCC engages local high school students in the critical issues of water sustainability on a global, regional, and local level. YCC participants will examine the water challenges facing Southern Nevada and the Colorado River Basin; explore the design solutions necessary to address those challenges; and identify opportunities to connect the public with real-world solutions.

The Winter One Drop Land event was held on December 11, 2021, at The Mansion at MGM Grand Hotel & Casino in Las Vegas, Nevada. There was an exclusive pre-show cocktail soirée reception that offered gourmet food selections curated by Joël Robuchon at the MGM Grand, as well as premium wines and spirits courtesy of Southern Glazer's Wine and Spirits. A silent auction and brief live auction were held for guests as they bid on unique lots in support of the One Drop Foundation's mission of ensuring sustainable access to safe water, sanitation, and hygiene around the world. Attendees were then treated to the recently reopened show *KÀ*, by Cirque du Soleil. *KÀ* tells the epic story of a pair of twins who embark on a perilous journey to fulfill their shared destiny. Hailed as one of the most epic productions on the Strip, *KÀ* combines gravity-defying battle scenes and combat acrobatics punctuated by immersive technology in a dynamic theatre that transforms the stage into an entire empire. Post-show, guests took part in a festive after-party, wearing their 'Holiday Blue Chic' in support of the One Drop Foundation, as they danced the night away to the Raiders Band. The event was held in accordance with the health regulations in force.

For press information, please contact Sarah Gargano at sarah@sarahgargano.com.



The One Drop Foundation

The One Drop™ Foundation is an international philanthropic 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. Its mission is to ensure sustainable access to safe water, sanitation, and hygiene for some of the most vulnerable communities through innovative partnerships, creativity, and the power of art. Together with its partners, the One Drop Foundation deploys its unique Social Art for Behaviour Change™ approach designed to promote the adoption of healthy water, sanitation, and hygiene-related behaviours and empower 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 14 years of turning water into action, with projects that will soon have improved the living conditions of over 2.3 million people around the world. To learn more about the One Drop Foundation, visit www.onedrop.org.