

S'WELL CELEBRATES EARTH DAY BY PLEDGING TO HELP DISPLACE 100 MILLION PLASTIC BOTTLES BY 2020

Launches Limited-Edition Earth Day bottles for S'well and S'ip by S'well

NEW YORK, April 17, 2018 – [S'well](#) launched in 2010 with a mission to rid the world of plastic bottles, creating reusable products that deliver beautiful design and quality performance. This Earth Day, the reusable, fashion hydration accessory company celebrates its mission by expanding its sustainability program, Million Bottle Project, with a goal of displacing 100 million bottles from being consumed by 2020, and releasing two, limited-edition Earth Day bottles.

“My goal for S'well, since the very beginning, was to make a positive impact on the environment, by starting conversations and helping people take action,” said Sarah Kauss, founder and CEO, S'well. “We're taking our efforts to a new level this Earth Day by asking individuals and organizations to help us create more awareness about the impact of single-use plastic and the simple steps we can take to make a difference.”

With more plastic entering unwanted areas like landfills and waterways, S'well hopes to create greater awareness about the impact individuals can have by pledging to not consume single-use plastic bottles. In fact, if just 6,000 people take a year-long pledge to reduce the use, there is the potential to keep one million plastic bottles from being consumed.

In celebration of Earth Day, S'well created two, limited-edition Earth Day bottles that evoke the serenity and optimism of the perfect sunny day. Featuring bright Icelandic poppies and bold blue skies, the Hope bottle gently reminds us of the important role nature plays in our lives and future generations. S'ip by S'well offers a more whimsical version of the S'well design, featuring red poppies in a hand-drawn style.

The limited-edition Earth Day bottles are available beginning April 16 at [swellbottle.com](#) for \$50 and at [sipbyswell.com](#) for \$24.99. For more information, follow [@swellbottle](#) and [@sipbyswell](#).

About S'well

S'well is a global manufacturer, wholesaler and online retailer of upscale, insulated reusable beverage containers that look great and do good. Both S'well and S'ip by S'well brands offer products that are beautifully crafted and composed of BPA-free, 18/8 gauge, stainless steel. Most S'well products keep drinks cold for up to 24 hours and hot for up to 12. On a mission to rid the world of plastic bottles and help communities in need, S'well gives back with each bottle sold. It is a partner of organizations such as UNICEF USA, Breast Cancer Research Foundation (BCRF) and (RED). Recently, S'well was named to the 2017 Inc. 500 List of fastest-growing, privately-held companies (#99). In addition, S'well has been named #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization and included on Crain's New York Business' 2016 “Fast 50” (#11). S'well bottles are currently sold in 65 countries worldwide. Visit [www.swellbottle.com](#) and [www.sipbyswell.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.swellbottle.com/millionbottleproject.

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