

S'WELL LAUNCHES LIMITED-EDITION BOTTLE TO CELEBRATE EARTH DAY AND PROMOTE AN ECO-FRIENDLY LIFESTYLE THROUGHOUT THE YEAR

NEW YORK, April 14, 2017 – S'well, the fashionable, reusable beverage bottle company that gives back, announced the upcoming release of an e-commerce exclusive, limited-edition bottle designed to celebrate Earth Day called Terra. The 500 bottles will be available on April 22 and will feature an illustrated design by award-winning artist, Michela Buttignol. S'well will launch an Earth Week initiative promoting *Earth Day, Every Day* by sharing original content, compelling statistics and actions consumers can take to make a daily difference on the environment.

“S'well was launched in 2010 to offer consumers a beautifully designed, reusable bottle with unmatched innovation in an effort to help rid the world of plastic bottles,” said Sarah Kauss, founder and CEO of S'well. “We hope by marrying the beauty of this new design with a greater awareness of our mission to reduce the use of single-use plastic that we can encourage others to join our cause and take action.”

50 billion plastic bottles are used each year in the U.S. and less than half are recycled, with the remainder ending up in landfills and other undesirable places. A “reduce the use” message is imperative today and every day, especially when small changes in habits can make such a big difference.

“Whether you plan ahead to stay hydrated by carrying a reusable bottle with you throughout the day or you make a personal commitment to buy fewer products in plastic packaging, we all can play an active role in creating positive change for the environment,” said Kauss. S'well will be challenging its online community to reduce the use in a variety of areas during Earth Week, while asking individuals to share their actions using hashtag #reducetheuse. Each day S'well will present a different challenge and offer ways to get involved tied to plastic, water, energy and more.

As for the bottle design, Buttignol – S'well's in-house artist whose illustrations have been featured in *The New York Times*, BuzzFeed and other outlets – transferred her vision of nature's elements into a piece of art so that consumers can celebrate Earth Day throughout the year.

“I wanted to keep the concept simple and illustrate a symbolic image of how the Earth would look untouched,” said Buttignol.

The Terra S'well bottle retails for \$50 and will be available at www.SwellBottle.com on April 22. Visit the site and @swellbottle on Instagram and Twitter beginning April 17 to learn more about the steps everyone can take to make a positive impact on the environment.