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## **THE LEVI'S® BRAND TEAMS UP WITH WATER.ORG TO "UNLOCK" 200 MILLION LITERS OF CLEAN WATER WORLDWIDE**

*New Levi's® "WaterTank" Game on Facebook Encourages Consumers to  
Change Their Water Use Habits to Support Communities in Need*

SAN FRANCISCO (March 22, 2011) – In celebration of World Water Day today, the Levi's® brand and Water.org are partnering to raise awareness about vital water issues and bring clean drinking water to people around the world. Levi's® Water<Less™ jeans, a collection of denim made by using less water during the finishing process, have already helped save millions of liters of water since they hit shelves this January. A new, interactive "WaterTank" game launching today on Facebook <http://apps.facebook.com/leviswatertank> inspires consumers to participate in fun, online water-saving challenges. Each challenge completed will 'unlock' water from the Levi's® WaterTank and ultimately support Water.org's life-saving clean water projects worldwide. Through this initiative, the Levi's® brand will donate \$250,000 to Water.org to fund sustainable water programs that will provide at least 200 million liters of water to communities in need of reliable access to this most basic necessity.

Water.org, a non-profit co-founded by Matt Damon and Gary White, is a pioneer in delivering sustainable water and sanitation solutions to communities in need around the world. Today, one in eight people lack access to safe water and 2.5 billion don't have a toilet. Shockingly, four million people die each year from preventable, waterborne diseases. Water.org has worked for more than twenty years with local partner organizations to deliver community-led, sustainable water and sanitation services to those living in poverty and struggling to survive the global water crisis.

Participants in the Levi's® WaterTank game will help spread the word about the water crisis while supporting Water.org's global clean water projects. Consumers' daily water use habits can make a difference and even the smallest actions can make a big splash. Recent Levi Strauss & Co. research shows that one of the biggest water impacts of a product during its lifetime actually comes from how consumers care for their jeans. So, the Levi's® brand is challenging consumers to re-examine their water use and make meaningful changes in how they use this precious resource.

"We're proud of the innovations we've made in using less water to create our iconic products," said Robert Hanson, President, Global Levi's® brand. "But we know that some of the biggest impacts on the

environment actually comes after our consumers take our products home. We need everyone's help to reduce our global water footprint – and deliver this excess water to those communities that need it most.”

Consumers can take a variety of actions online to unlock water from the Levi's® WaterTank. Here are a few ways consumers can help make a difference:

- **Pledge** to wash your jeans less, take shorter showers and adopt better laundry habits
- **Tweet** something that contains the waterless hashtag (#waterless)
- **Like** the Levi's® brand on Facebook
- **Check-in** to any Levi's® Store in the United States
- **Challenge** friends to play the WaterTank game
- **Answer** water related trivia questions online
- **Donate** money to Water.org
- **Scan** a QR code in any Levi's® Store in the United States
- **Watch** a Levi's® and Water.org video online

By playing the Levi's® WaterTank game, participants will be entered to win prizes including Levi's Water<Less™ jeans. One lucky grand-prize winner and a friend will visit a community receiving access to clean water from Water.org and experience firsthand the excitement and joy of community members as their lives are forever changed.

“We're thrilled to partner with the Levi's® brand, an organization with a long-standing commitment to the water issue, to bring clean water to those in need,” said Water.org Executive Director and Co-Founder Gary White. “While the global water crisis is a huge issue, it's also a solvable one. At Water.org, we've found social media to be the best, most effective way to engage more people and inspire action. The Levi's® WaterTank game is a great way everyone can take concrete action to make a real difference.”

Levi's® Water<less™ and the WaterTank game build on the brand's commitment to educate consumers about how small changes in laundry habits can have a big impact on the planet. Last Fall, the brand launched the “Care Tag for Our Planet” campaign, changing the product care tags in Levi's® jeans to include instructions about ways consumers can reduce the environmental impact of their clothes by washing less, washing in cold water, line drying and donating to Goodwill™ when no longer needed.

### **About the Levi's® brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com).

**About Water.org**

Water.org is a non-profit organization whose founders have transformed hundreds of communities in Africa, South Asia, and Central America by providing access to safe water and sanitation. Founded by Matt Damon and Gary White, Water.org works with local partners to deliver innovative solutions for long-term success. Its microfinance-based WaterCredit Initiative is pioneering sustainable giving in the sector. Learn more and make a difference at [www.water.org](http://www.water.org).

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