



NEWS RELEASE

# Brita and Stephen Curry Announce Effort to Help Water Steal the Show

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BRITA AND CURRY LAUNCH SPLASH STUDIO CAMPAIGN, AN EFFORT TO GET DRINKING WATER ON THE AIR

OAKLAND, Calif., March 8, 2016 /PRNewswire/ -- Flip on the television and no matter the daypart or demographic, it's nearly impossible to avoid beverage commercials. And just how many of those ads are for water, the beverage health experts agree people should drink the most? Pretty close to zero.

Now, reigning MVP Stephen Curry and the Brita water filtration brand are teaming up to change that.

Today, Curry and Brita launched Splash Studio, a campaign to get fans, health advocates, schools, film makers and more to make water a star, creating original commercials for the beverage that can go toe-to-toe with the best that beer or soda can offer. The maker of the winning spot will receive \$25,000 and the chance to recreate the advertisement with a cameo from Curry himself. Brita will then take the winning commercial to air on TV at the start of the 2016-2017 basketball season.

And while the contest is being funded and sponsored by Brita, the commercials should just be about drinking water. References to filtering water or Brita products won't get a leg up. The winner will have simply created the kind of compelling, exciting story about water that, with an appearance from Stephen Curry, will help get people drinking the original beverage, H<sub>2</sub>O.

The contest will run from March 8 to May 31. Each submission will be judged on a combination of creativity, impact and originality. While the creative approach is up to the participant, entrants should avoid using trademarked music, brand names or logos, or celebrity likenesses. Submissions will be narrowed down to four finalists, to be announced July 1, 2016. From there, the public will get to vote to pick the ultimate winner. Final winner will be announced August 30, 2016.

"One of the things that makes Stephen Curry so inspiring is his absolute commitment to being at his best, both on and off the court, which is supported by his choice of water," said Ed Huber, general manager of the Brita brand. "Through this effort, we are giving people a platform to join Stephen by using their talents to encourage others to make healthy lifestyle choices."

The Splash Studio program and contest with Stephen Curry is just one part of Brita's ongoing efforts to get people to choose water. In addition to working with the reigning MVP, Brita is a founding supporter of Drink Up, an effort from the Partnership for a Healthier America and its honorary chairwoman First Lady Michelle Obama to encourage people to drink more water more often.

"This is important to me. Water is my drink of choice because I know it is an essential part of a healthy lifestyle," said Stephen Curry. "Partnering with Brita and a campaign like this is one way I can personally help educate families about the benefits of water. I want to encourage people to have fun while they think of ways to inspire America to drink up."

## **About Brita**

Brita® water-filtration products are marketed in the Americas by The Clorox Company. The brand makes filtering pitchers, bottles and dispensers that let people get great-tasting water from any tap. The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

## **About Stephen Curry**

The 2015 NBA MVP, Stephen Curry is the starting point guard for the 2015 NBA Champions Golden State Warriors. Curry, who is a two-time NBA All-Star, holds the NBA record for the most 3-pointers in a season and in back-to-back seasons. Curry is the only player in NBA history with at least 250 threes and 500 assists in consecutive seasons.

Community and charity-minded, Curry serves as the national spokesperson for ThanksUSA and works closely with the United Nations Foundation's Nothing But Nets campaign, providing life-saving bed nets in Africa. Follow Curry on social media: Instagram (@stephencurry30), Twitter (@StephenCurry30), and Facebook (<https://www.facebook.com/StephenCurryOfficial/>)

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