



**** MEDIA ALERT ***

THE LEVI'S® BRAND & WATER.ORG CHALLENGE YOU TO "GO WATER<LESS™" IN HONOR OF WORLD WATER DAY

**Social Media Challenge Inspires People to Use Less Water to
Help Give More to People in Need**

GO WATER<LESS™:

Nearly a billion people don't have access to clean drinking water and we've decided to do something about it. Our hope is that you will too. Beginning March 22, in honor of World Water Day, the Levi's® brand and Water.org will partner to encourage people to "Go Water<Less™" and experience what life is like for the one billion people around the globe without clean water. Go Water<Less™ challenges people across the globe to take water saving steps to help provide water to those without.

HOW TO GET INVOLVED

By visiting www.levi.in/waterless people can learn more about the global demand for clean water and small actions they can take each day to use less and give more. Each action completed 'unlocks' WaterCredits and ultimately supports Water.org's work to provide life-saving clean water worldwide.

LEVI'S WATER<LESS JEANS:

Levi's® Water<Less™ products reduce the use of water in the finishing process by up to 96% for some styles. We've already made more than 13 million Water<Less™ products and saved more than 172 million liters of water. That's just the beginning as we're committed to making more Water<Less™ products so that we can use less and give more.

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. Pioneered by Water.org in

2003, WaterCredit allows individuals to access loans for water connections or toilets reaching five to ten times as many people as a traditional grant over a ten-year period. Learn more and make a difference at www.water.org.

ABOUT WORLD WATER DAY

The UNITED NATIONS established World Water Day in 1993 to acknowledge the vital water issues facing the world and to advocate for the sustainable management of water resources. Celebrated on March 22, each year World Water Day highlights a specific issue facing fresh water.

For additional story information, please contact:

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