



WORLD WATER DAY 2022

## Drinking water for a good cause with air up

**Munich, 15. March 2022** – air up, the world's first drinking system for flavoring drinking water only by adding scent, is launching a special web store campaign to mark World Water Day 2022: for every product that air up fans and first-time buyers add to their shopping cart and bring to the checkout, the Munich-based scale-up will automatically donate one euro to the all-profit organization [Viva con Agua](#), thereby supporting the construction of deep bore wells in Ethiopia. The company, founded in 2019, has budgeted around EUR 100,000 for the campaign, which is limited to five days.

What's special about the campaign is that, just like this year's World Water Day ("Groundwater - making the invisible visible"), the air up fundraising campaign will be all about groundwater. The Munich-based company has chosen the Hamburg-based all-profit organization as its donation partner. Viva con Agua has been campaigning for years for the provision of clean drinking water and basic sanitation worldwide. This year, the Hamburg-based organization is also focusing on a very special project and, with its Day of Action on March 22, is supporting the construction of deep bore wells and sanitary facilities in the Amhara region of Ethiopia.

The ideal partner, then, for the air up company, which has an appreciation of the issue of water firmly anchored in its corporate DNA:

*"For us, it was immediately clear that we would like to forward possible donations for World Water Day to Viva con Agua. Already with the foundation of air up, we manifested the high importance of water for a healthy human organism in the form of our drinking system. We wanted and still want to bring about a positive change – the topic of drinking water supply is thus a real matter of the heart for us. Viva con Agua shares this mindset and accordingly, we are pleased to become active together and to drive forward the construction of deep bore wells in Ethiopia with them, to thus enable access to clean drinking water for at least 500 people per well",* comments Lena Jüngst, Chief Evangelist and co-founder of air upon the campaign.

The campaign, which is scheduled for the period from March 18 to 23, works as follows: The more air up products shoppers put in their shopping carts, the more will be donated by air up to Viva con Agua.



air up will donate to Viva con Agua - irrespective of the respective country stores and whether the products are Aromapods, starter sets or accessories. The Munich-based company has budgeted EUR 100,000 for the campaign, which is equivalent to providing a permanent groundwater supply for around 5,000 people.

*"We are very pleased about this cooperation on World Water Day. Viva con Agua thrives on positive activism and joyful engagement, and this is exactly the attitude we see in air up's action. With their commitment, they will give many people access to clean drinking water,"* adds Carolin Stüdemann, Managing Director of Viva con Agua.

air up customers receive a thank-you document after purchase, which can then be shared on social media.

#### About air up

air up is the world's first refillable drinking system that adds flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell - without sugar or any other artificial ingredients. Since the launch of its first bottle in July 2019, air up has grown into a company that operates in 9 countries, and will soon employ 300 employees. Having raised more than 60M over two funding rounds, air up expects an excess of 100 M revenues run rate by September 2022. With over 1 M customers, air up system has saved 130 M single-use plastic bottles and 2.600 tons of sugar. In 2022, air up is bringing most of its production to Europe and launching in the USA.

For more information, please visit air up's website [here](#).

[www.air-up.com](http://www.air-up.com)

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