

Lonely Whale teams with makers of Vita Coco to make you 'Question How You Hydrate'

By Kyle O'Brien 04 June 2019 13:23pm



Ever & Ever, a new aluminum canned water brand, is launching today in conjunction with incubator **Lonely Whale's** 'Question How You Hydrate' campaign.

'Question How You Hydrate' is a new movement that empowers consumers to choose and champion sustainable alternatives to single-use plastic water bottles. The campaign is being launched in partnership with Point Break Foundation and creative agency Young Hero.

Ever & Ever gives consumers on the go – who left their reusable water bottles at home – the opportunity to purchase single-use waters that won't harm the environment.

Ever & Ever is owned and produced by Lonely Whale partner, All Market Inc. (AMI), the makers of leading coconut water brand Vita Coco and organic energy drink brand Runa. The product is one of Lonely Whale's preferred sustainable alternatives to single-use plastic water bottles. Just as the name suggests, the Ever & Ever bottle is infinitely recyclable. When recycled, an aluminum can be turned into a new can in as little as 60 days. All Market Inc. partnered with independent creative agency Interesting Development to develop the Ever & Ever brand and bring AMI's vision to life.

<https://www.thedrum.com/news/2019/06/04/lonely-whale-teams-with-makers-vita-coco-make-you-question-how-you-hydrate>



Like plastic straws, the world's consumption of plastic water bottles is a growing problem: 500bn plastic bottles are used around the globe annually, according to market research group Euromonitor. The social media challenge #HydrateLike is being launched in conjunction with 'Question How You Hydrate' and asks individuals, organizations, and brands to pledge their commitment to remove single-use plastic water bottles from their daily routines and replace them with sustainable alternatives, such as reusable bottles, household cups or aluminum cans.

The campaign's 'Plastic Service Announcement' demonstrates commitments already made from celebrities and environmental leaders, such as such as Zooey Deschanel, Aidan Gallagher, and Holly Frazier and Nia Sioux.

"As a society, we continue to choose convenience over caring, and businesses that produce single-use plastics are not moving quickly enough to address the 8-12m metric tonnes of new plastic entering the ocean every year," said Dune Ives, executive director of Lonely Whale. "Through 'Question How You Hydrate,' we are giving consumers the permission to #HydrateLike they give a damn, like the ocean matters, like future generations depend upon it. Personally, I'm going to #HydrateLike a mother and care for this planet and for my children's future."

As part of the campaign, Lonely Whale is launching a pop-up Museum of Plastic to illustrate an ocean free from plastic waste and the solutions available to everyday consumers to have impact. The Museum of Plastic is available for a limited time at 473-475 Broadway in New York. The museum, an interactive space of unique rooms designed to create a vision of a world without waste and inspire action to make a positive impact, will open to the public on June 8.

"When we launched #StopSucking, our goal was to wake the world up to the problem of plastic pollution using plastic straws as our gateway into the conversation," said Adrian Grenier, co-founder of Lonely Whale. "We've seen real change since then in individual habits, shifts in businesses' practice, and the introduction of new global policy targeting single-use plastic reduction. But this was always intended to be the first of many deliberate moves. Now, we're turning our measured attention to single-use plastic water bottles, 500bn of which are used every year around the world."



Today plastic bottles are among the top five most common items found during beach cleanups around the world. One million single-use plastic bottles are sold every minute around the world. According to Fact.MR, revenue generated from water sold in bottles is projected to reach \$200bn by the end of the year 2022. By contrast, Transparency Market Research reports that the reusable water bottle market is projected to only reach \$10.19bn by the year 2024.

To pledge to #HydrateLike and for more information on Question How You Hydrate, people are urged to visit hydratelike.org.

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