



Amazing Project Turns Heads in the Canaries

Where will the World's Largest message-in-a-bottle end up?

OSLO, Norway and TENERIFE, Spain, March 15th, 2013 /PRNewswire/ — **As we speak, the world's largest message-in-a-bottle is being towed 200 nautical miles off the coast of Tenerife where it will be released to the ocean currents tonight. The bottle which is registered as a boat, was constructed by the owner of Koenigsegg, baptized by world know explorer Jarle Andhøy – and Miss Tenerife – and will be tweeting photos live via satellite.**

- We are turning back time, letting nature decide where the bottle will end up, says explorer Jarle Andhøy. He believes the 26 feet and 2.5 ton wonder might follow the path of Thor Heyerdahl's RA-expedition and end up in Barbados.

On Solo.no people can follow the high-tech phenomena's crossing of the Atlantic and guess where the bottle ends up. The winner receives a bottle of Solo per nautical mile the bottle drifts, which should amount to several thousand bottles.

Miss Tenerife's fall

- This is our most spectacular project to date and we have taken all kinds of safety measures. Apart from obvious things like towing it 200 nautical miles off shore, it has the required navigation lights, Automatic Identification System, radar reflector and state-of-the-art tracking technology. We will monitor it continuously and if needs be, use a tugboat to get it safely ashore wherever it ends up, says Joakim Sande, CEO of Solo.

However, no safety feature could help Sady Chavez Diaz (21) aka Miss Tenerife who was doing a photo shoot on the bottle just before the send off...she fell off the slippery yellow giant and ended involuntarily in the cold ocean.

Head turner of the year

Inside the bottle is lots of Solo and a fitting 12 square meter letter to the finder.

- We believe Solo is the best soda in the world, but deciding who should be the lucky ones to get a taste was too heartbreaking, so we decided to leave it to the ocean currents. Wherever the bottle ends up, we will fly in with lots of Solo and throw a party!, says Sande.

High-tech bottle

Bård Eker, the co-owner of such speed-related companies as Hydrolift and Koenigsegg, has been in charge of creating the giant high-tech bottle. A custom made camera will upload pictures real-time to the bottle's personal twitter account @solosoftdrink, making it the greatest bottle ever made.

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