



Stella Artois 'Buy a Lady a Drink' Fact Sheet

Program Overview

Today, **750 million people** around the world - or approximately one in nine people - **lack access to clean water**. Every day, women spend a combined **200 million hours** collecting water for their families. With the support of Water.org and its co-founders Matt Damon and Gary White, Stella Artois has developed '**Buy a Lady a Drink**': **a campaign to help stop these water-collecting journeys so women can begin new journeys of their own**. Stella Artois has made a donation of \$1.2 million USD to Water.org and is now inviting consumers to join the brand in this cause.

In the U.S., U.K., Belgium and Argentina, the campaign will be centered around the sale of **exclusive limited-edition Chalice**s. **These Chalice**s feature artwork inspired by traditional handcrafted objects from three developing countries, including textiles from India, baskets from Ethiopia and pottery from Honduras. Each limited-edition Chalice purchased will provide **five years of clean water for one person in the developing world**. Beyond purchasing a Chalice, consumers will also be able to learn more about the Stella Artois 'Buy a Lady a Drink' campaign, the partnership with Water.org and stories of women directly impacted by the global water crisis by visiting <http://www.BuyALadyADrink.com>.

With access to clean water, women can have more time to spend with their families and generate income for their households. Their children can attend school more regularly, as they will no longer need to join in on these water-collecting journeys. Their community's exposure to water-related diseases will decrease.

Stella Artois is proud to partner with Water.org, a leader in developing solutions to the global water crisis, and to enlist Stella Artois' **global reach** to drive awareness around this important global issue.

The global water crisis is important to Stella Artois, as water is a key ingredient in our beers. Both the brand and AB InBev have a **long-standing commitment to environmental stewardship**, including **water conservation and watershed protection** through a range of Better World initiatives

Chalice Availability & Pricing

A limited number of the artisan-designed Chalice

s will be available for purchase in select markets, including the United States, United Kingdom, Argentina and Belgium.

In the U.S., consumers can purchase one of the 20,000 exclusive Chalice

s for \$12 at Amazon.com; all proceeds from sales of the Chalices will be donated to Water.org.

Program Assets

- To view the 'Buy a Lady a Drink' video and photo assets, please visit the campaign website at www.BuyALadyADrink.com
 - "Walking to Water," a short series of three videos (approx. 1 minute 30 seconds each), and "Life With Water" (1 video, approx. 1 minute 30 seconds), highlight real stories of women in India who have been impacted by the global water crisis, and how improved access to clean water can transform their lives.
 - A launch video featuring Matt Damon introduces the campaign and its goal to help provide solutions to the global water crisis.
 - All of the videos are directed by Grammy Award-nominated duo Fred&Nick.

- More than 90 photos offer a personal look at the impact of the global water crisis on women in India, Honduras and Ethiopia, and the transformation that access to clean water can make in their lives. All photographs are captured by acclaimed photographer Chris Ozer.
- For additional information about the 'Buy a Lady a Drink' campaign, Stella Artois or Water.org, please visit www.BuyALadyADrink.com.
 - To join the social conversation, visit:
 - Facebook – <https://www.facebook.com/StellaArtois>
 - Twitter - <https://twitter.com/StellaArtois>
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