



## Contigo® And Coachella Team Up To Reduce Single-Use Plastic At 2020 Festival

January 6, 2020

### Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle becomes the official reusable bottle of Coachella 2020

CHICAGO, Jan. 6, 2020 /PRNewswire/ -- Contigo®, a leading innovator of water bottles, travel mugs and kids bottles, today announced a partnership with Coachella to become the festival's official reusable bottle partner in 2020. The collaboration brings together two passionate brands in an effort to reduce single-use PET plastic and encourage reusability throughout the festival and beyond.



As part of the partnership, the Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle becomes the official reusable bottle of Coachella 2020. The BPA-free bottle offers attendees another sustainable drinking option.

"We're thrilled to team up with Coachella and bring our initiative to reduce single-use plastic bottles to one of the country's most culturally relevant music and arts events," said Dave Lew, Vice President of Marketing, Contigo. "This partnership provides an unprecedented incredible opportunity to champion reusability and encourage people to make a change that positively impacts our environment."

In addition to lessening single-use plastics at Coachella, Contigo® embarked on the partnership to raise awareness of the environmental impact every person leaves on the planet. With the purchase of the Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle, festival goers can not only help reduce single-use PET plastic at Coachella but can reduce their mark long after the festival is over.

The Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle is the official reusable bottle of Coachella 2020. The Coachella x Contigo AUTOSEAL® spill-proof water bottle features premium AUTOSEAL® technology creating a leak and spill-proof drinking experience at the festival. The AUTOSEAL® technology allows for easy one-handed drinking and automatically seals between sips. The lid also features a spout cover to protect against germs and a carry handle for easy transport.

People attending the festival can purchase the Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle at the festival or at [coachella.com](http://coachella.com). Those who are not attending but still would like to do their part by reducing on-the-go beverage waste can purchase the limited-edition festival bottle on [GoContigo.com](http://GoContigo.com).

#### About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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