

Get Blue™

BRING WATER HOME™

Get Blue is an initiative from Water.org that brings together brands, creators, and consumers to help expand access to safe water.

Get Blue is how more people can be a part of solving the water crisis. Everyday actions like shopping, sharing or streaming raise funding and awareness to power Water.org's proven solutions and help bring water home for everyone.

LAUNCHED IN JUNE 2026

7B+	earned media impressions
800+	media placements
17M+	social impressions

and coverage across TODAY, Cosmopolitan, Forbes, GQ, The Tonight Show and more

FOUNDING PARTNERS



Additional support provided by AccuWeather, TikTok and Ripple



For many of us, water is steps away. For billions, it still isn't.

2.1 billion people – 1 in 4 – lack access to safe water.

Get Blue was created by Water.org to scale a solution to the global water crisis that is already working and has helped **more than 90 million people** gain access to safe water or sanitation.

\$5 gives one person in need lasting access to safe water.

Join the next chapter of Get Blue

We're bringing more brands, creators, sports, and music communities into Get Blue.

Our next major moment is **World Water Month in March 2027**, where we'll extend World Water Day (March 22) into a month of action.

Why brands are joining

Amplify your brand

Join leading brands alongside Water.org, with amplification from Matt Damon, Gary White, creators, and media.

Reach younger consumers

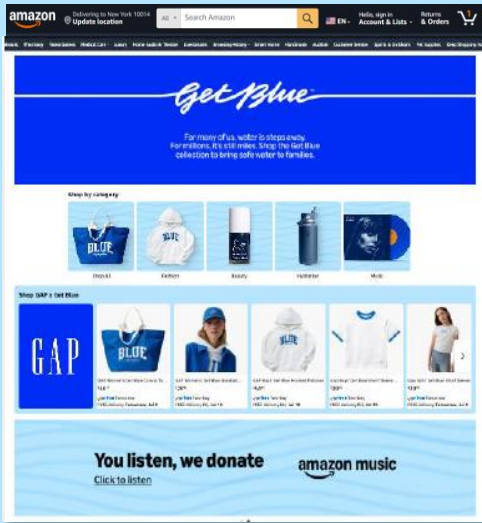
Connect with Gen Z through Get Blue's social-first platform, with TikTok driving 80% of social impressions at launch.

Engage your employees

Give employees and leaders a tangible cause to rally around through giving and match opportunities.

Create measurable impact

Support Water.org's proven solution, with measurable impact you can share with customers, employees, and stakeholders.



Ways to participate



Products and services with proceeds supporting safe water access



Experiences and channel activations that increase participation and awareness



Content creation and amplification to extend reach and advocacy



Employee engagement and donation matching

JOIN US

To explore how your brand could participate, contact Gary White (garywhite@water.org)

