

Keeping water safe, one interview at a time

Challenge

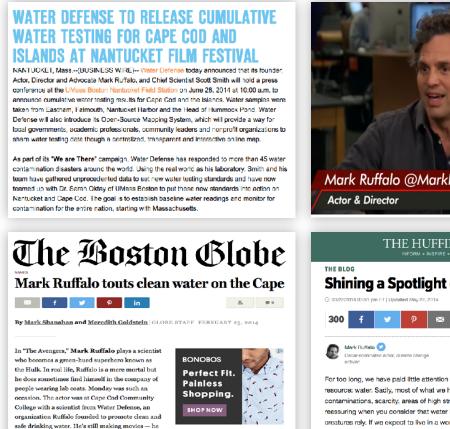
Water Defense needed to publicize its test results and grassroots initiatives; educate local communities about water contamination; and hold those responsible accountable.

Working with Founder Mark Ruffalo and the organization's chief scientist, Metis set out to cement Water Defense's reputation as the go-to resource on water contamination and its environmental impact.



Company:	Non-profit organization rooted in the belief that access to clean water is a fundamental human right
Industry:	Cleantech and non-profit
Location:	Livingston Manor, NY
Website:	www.waterdefense.org

Highlighted campaign examples





THE HUFFINGTON POST

Shining a Spotlight on Water Defenders

👍 Like 511 Cyrus Buffum 💟

For too long, we have paid little attention to our planet's most crucial natural resource: water. Sadly, most of what we hear is not great news - massive contaminations, scarcity, areas of high stress and more. This isn't exactly reassuring when you consider that water is a precious resource on which all living creatures rely. If we expect to live in a world with beautiful waterways, sustained fisheries and a healthy environment, we must invest a significant level of attention and detail to defending and restoring our precious water sources. Clean water is a

Results



has four due to be released over the next year,

including "Infinitely Polar Bear," shot in Rho

of funding in the Massachusetts state budget for a Water Defense-Cape Cod Community College partnership to keep Cape Cod waterways clean



Coverage in *The Boston* Globe, Associated Press, National Journal and other print, digital and broadcast outlets



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