



Colgate Save Water Message Hits the Trail with Mina Guli As Ultra-Runner Embarks on #RunningDry Journey

November 1, 2018

Water activist encourages global consumers to turn off the faucet and save water every day during her attempt at 100 marathons in 100 days

[November 1, 2018, New York, NY] – On Sunday, November 4, 2018, water activist and ultra-runner Mina Guli will kick off #RunningDry, an initiative to complete 100 marathons in 100 days across six continents, beginning in New York City. As part of this bold act to raise awareness of global water challenges, Guli will also share ways that individuals together can make a substantive impact.

“Running allows me to get out there and experience the realities of the water crisis,” Guli said, “To speak to people, to walk beside them and see with my own eyes what’s really happening on the ground.”

Colgate, whose products are found in two-thirds of households worldwide and often require water use, continues its partnership with Guli to raise awareness about water scarcity and inspire people to conserve this vital resource.

In the United States today, 130 million Americans face severe water scarcity for at least one month every year, yet 42 percent of Americans report leaving the faucet on while brushing their teeth. The average American can waste nearly eight gallons of water per day, brushing his or her teeth morning and night, two minutes each time, with the faucet left on.

The U.S. has one of the highest per-capita water footprints in the world – approximately 750,000 gallons of water per year, per person. Increased awareness of water issues and seemingly small behavior changes can make a big impact. To empower people to spread this message of urgency and action, Guli will be posting sharable content on Twitter, Instagram and Facebook using #EveryDropCounts.

More information on the Save Water campaign and ways to conserve are available at <https://www.colgate.com/en-us/save-water>.

About Colgate-Palmolive

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[1] <http://advances.sciencemag.org/content/2/2/e1500323.full>

[2] <https://waterfootprint.org/en/water-footprint/national-water-footprint/>

About Mina Guli

The founder and Ambassador for Thirst, Mina is a global leader, an entrepreneur and adventurer passionate and committed to making a difference in the world. Thirst is harnessing social media and technology to inform and inspire 14-24 year olds about water and the steps they can take to reduce their own water consumption. Mina is also a keen ultra-distance athlete, having started running only at the age of 22 after a severe injury. Named as one of the 50 greatest leaders in the world by Fortune, Mina runs to raise awareness and inspire action around the global water crisis and in doing so, has set two world firsts. In 2016 in just 7 weeks, Mina ran 40 marathons across 7 deserts on 7 continents. In 2017, Mina ran 40 marathons in 40 days on 6 continents down 6 of the World's great rivers – to promote the UN's Sustainable Development Goal 6 (water). Now in partnership with the United Nations Development Program, Mina is embarking on her next expedition – to run 100 marathons in 100 days for 1 reason: water.