

## Thankyou Group gets rid of water

**Melbourne, Australia, 12 June 2014:** Social enterprise [Thankyou Group](#) today announced it is striking the word 'water' from its bottled water range.

The fresh re-branding move is designed to raise consumer awareness for Thankyou Group's other food and personal care ranges and reinforce the social enterprise's change in name from Thankyou Water to Thankyou Group mid-last year.

Thankyou Group has also released a mock behind-the-scenes video<link> of a branding meeting through its social media channels, which further explains the concept behind the new label and pokes fun at the brainstorming process.

The label, which will read as *Thankyou*, with the *Water* scribbled out, will run for a limited time on the 600mL and 1.5L water products, before being replaced with an all-new permanent design. It is currently hitting the shelves of retailers across the country, including 7-Eleven Australia, Coles, Woolworths, IGA, Foodland and hundreds of independent retailers.

"We always welcome a challenge, and the re-brand of Thankyou Water to Thankyou Group presented us with exactly that. Our aim was to find a way to communicate the transition from Thankyou Water to Thankyou Group in a way that would capture the attention of our customers *and* retailers.

"The result is a design that is bold and a little edgy – and I think the approach really says a lot about who we are as a brand," says Thankyou Group co-founder and Director of Brand and People, Justine Flynn.

Flynn said she hoped the effect would be two-fold -- that the change would help draw attention to Thankyou Group's other products such as muesli, muesli bars, hand wash and hand lotion, but also to the range of different projects in developing countries that Australians now support through purchasing the brand's products.

"Thankyou Group started out in 2008 selling bottled water. We've expanded to much more now and we want our customers to be aware of that, but it's also important to us that we communicate the reason behind the re-brand," says Flynn.

"Re-branding from Thankyou Water to Thankyou Group, alongside the launch of our two new ranges, has enabled us to grow our support beyond safe water solutions, and into short-term food aid and long-term food security, as well as health and hygiene training to help thousands of people in need.

"Impact is what drives Thankyou Group as a company. We're passionate about making sure that Australians understand that through purchasing a Thankyou product, they are playing a huge part in making a difference in the lives of people in need."

**\* Thankyou Water is still stocked in Coles, Woolworths, 7-Eleven, Australia Post, IGA, Foodland, Foodworks and more. We're just removing 'water' from the Thankyou Group logo!**

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To obtain images of the products, overseas projects, or the team behind Thankyou, head here: [https://www.dropbox.com/sh/zklaxg6roogsxjw/ipY\\_HboW-d](https://www.dropbox.com/sh/zklaxg6roogsxjw/ipY_HboW-d)

### **About Thankyou**

Thankyou is a social enterprise that exists for the sole-purpose of funding aid projects in developing countries. After changing its name from Thankyou Water to Thankyou Group in July, the social enterprise announced two new product ranges, Thankyou Food and Thankyou Personal Care. Customers can find out the exact impact of their purchase using Thankyou's unique reporting system, [Track Your Impact](#). Thankyou products are now available in over 4,000 stockists including Coles, Woolworths and 7-Eleven Australia.

### **Thankyou's products**

[Thankyou Water](#) funds a range of safe water solutions across Cambodia, Myanmar, Sri Lanka, Burundi, India, Timor Leste, Kenya, Haiti and Uganda. The types of projects Thankyou works on with its partners include community wells, rainwater tanks, water pans, biosand filters and gravity-fed systems. Every Thankyou Water product helps provide safe water access to someone in need.

[Thankyou Food](#) projects are divided into Food for Now™ and Food for Future™ programs. Short-term food aid through Food for Now™ aims to address the immediate needs of communities that require urgent, emergency access to food aid. Food for Future™ programs involve agricultural, livestock and health projects that aim to improve the long-term food security and overall health of communities. Every Thankyou Food™ purchase provides a weeks' worth of food to a person in need.

[Thankyou Personal Care](#) funds projects that promote health and hygiene education amongst communities. These programs consist of educating communities in personal, food, water and household hygiene through a broad range of mediums (such as school-based curriculums, or community-led classes). Every Thankyou Personal Care purchase directly contributes to one person receiving health and hygiene training.