

BYOBottle

A MUSIC INDUSTRY EFFORT TO TURN THE TIDE ON PLASTIC POLLUTION

BYOBottle Communications Library

ARTISTS

Explore these talking points to educate your band, crew and fans to get them on board with the BYOBottle campaign. Sample social media posts are provided here to make it easy to share out the BYOBottle message. Take your own photo or video rocking your reusable water bottle, or download one of these [BYOBottle campaign graphics](#).

This Artist Communications Library Includes:

- 1 BYOBottle Social Media
- 2 BYOBottle Newsletter Content
- 3 BYOBottle Inclusion in Tour Press Release
- 4 BYOBottle Talking Points for Artists - to educate band & crew

1

BYOBottle SOCIAL MEDIA

Suggested language to be shared with a photo or video of artist/band with reusable bottles, or provided [BYOBottle campaign graphics](#).

• **Shorter Social Media Posts for Twitter, Instagram or Facebook:**

- We are proud to join #BYOBottle, a music industry campaign to rock reusable water bottles. Learn more at www.byobottle.org. Join us and help turn the tide on plastic pollution!
- #BYOBottle is gathering steam in the music scene. Rock your reusable water bottle and let's be part of the solution to plastic pollution! Learn more at www.byobottle.org.
- We've signed onto the #BYOBottle campaign to reduce plastic waste in the music industry. Ready to be part of the solution to plastic pollution? Join us and rock your reusable water bottle (at xxx, concert, festival, tour, etc.)!
- We're swapping out pallets of plastic water bottles for reusable water bottles as part of #BYOBottle, a music industry campaign to reduce plastic waste. #BYOBottle to [xxx concert, festival, tour] and let's turn the tide on plastic pollution!
- See us at [xxx concert, festival, tour] rocking our reusable water bottles on stage because we just signed on to the #BYOBottle campaign to turn the tide on plastic pollution. Join us and BYOBottle at www.byobottle.org.

BYOBottle
A MUSIC INDUSTRY EFFORT TO TURN THE TIDE ON PLASTIC POLLUTION

Join the BYOBottle Campaign at www.BYOBottle.org and explore useful resources. Contact us for assistance and we will promote and support your involvement as the campaign grows!

- **Longer Social Media Posts for Instagram or Facebook:**

- We are proud to join #BYOBottle, a music industry campaign to promote reusable water bottles and turn the tide on plastic pollution. Recent images in the press show the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing! Learn more about how to take action as a fan at byobottle.org. Join us and rock your reusable water bottle! (optional: insert specific BYOBottle concert/festival)

2 BYOBottle FAN NEWSLETTER CONTENT

We are proud to join the [BYOBottle](#) Campaign engaging artists, venues, festivals, and fans to reduce plastic waste in the music industry by promoting reusable water bottles and water refill stations at music events. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but momentum to promote solutions in the music scene is growing. Rock your reusable water bottle and help turn the tide on plastic pollution! Learn more about how you can take action as a fan at www.byobottle.org.

3 BYOBottle INCLUSION IN TOUR PRESS RELEASE

(Insert Artist/Band Name) is a proud partner of the [BYOBottle](#) Campaign, a music industry effort to promote reusable water bottles and turn the tide on plastic pollution. The band has made a commitment to travel with reusable water bottles on tour, and has included BYOBottle language in its rider asking venues to provide water refill stations. Artists, venues, festivals and fans are joining BYOBottle to reduce plastic waste in the music scene.

4 BYOBottle TALKING POINTS FOR ARTISTS - to educate their band & crew

We have signed on to the [BYOBottle](#) campaign, a music industry effort to reduce plastic waste, with a focus on single-use plastic water bottles. Recent press images have highlighted the shocking sea of plastic waste left behind after concerts and festivals, but we are committed to being part of the growing momentum within the music scene to turn the tide on plastic pollution.

We encourage all band and crew to travel with their own reusable water bottle on tour and to use them on stage to show our commitment to reducing plastic pollution. We now include language in our rider asking venues to provide water refill stations backstage so that we can easily refill. Thanks in advance for your participation and engagement. Together, we can take steps toward a more sustainable tour.