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Wat-aah

Art, Fashion and The First Lady campaign for Wat-aah

Tag MICHELLE OBAMA - WAT-AAH - DRINK UP



1/11 Michelle Obama and Rose Cameron - Images Courtesy of Wat-aah



Never was an advertisement for drinking water so compelling as it was at the New Museum yesterday. **As part of the [Drink Up campaign](#), a health initiative spearheaded by First Lady Michelle Obama**, Fourteen street artists displayed original works of art inspired by water. Onlookers waited in excited anticipation to catch a glimpse of Michelle Obama as she addressed a group of teenage students.

The artist collaboration **was actualised by Rose Cameron CEO and founder of beverage company [Wat-aah](#)**. A former model, Cameron was alarmed by reports that the youth today are expected to have a shorter life expectancy due to obesity. Being the mother of two boys Cameron decided to take action.

In 2008, **with the support of a few people including prominent business man Angelo Moratti Cameron founded Wat-aah, a water brand targeting kids and teenagers.**

"Angelo loved the brand and got the message, he saw the possibility of it being iconic." Six years later, Cameron's



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brand has proven to be a formidable competitor in an industry dominated by the likes of Coca Cola and Pepsi. Using art, fashion and a conscious message Wat-aah may just be the beverage of choice on everybody's lips.

di **Yomi Abiola**

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