



## + POOL Partners with the Cities Project by Heineken® and Tribeca Film Festival® to Reclaim New York’s Waters

*Partnership supports new + POOL website, a public art installation in the river that illuminates in response to water quality, and documentary and virtual reality films created in partnership with Tribeca® Studios.*

*Heineken asks public to sign a pledge to swim in first-of-its-kind floating pool, offering \$100,000 in support when goal of 100,000 pledges is reached.*

**New York, NY (April 24, 2017)** – This year, Friends of + POOL enters a major development and growth period with major partnerships that will collaborate to help the nonprofit bring their idea – developing an Olympic-sized, water-filtering, floating swimming pool in New York’s river – closer to reality. The Cities Project by Heineken, now entering its third year, helps bring to life projects that make great cities even greater. + POOL’s partnership with Heineken will realize several ambitious public projects. To support the initiative, Heineken has also partnered with Tribeca Film Festival to engage the community to participate in the + POOL project.

Heineken is asking the public to get involved by visiting [SwimInTheRiver.com](http://SwimInTheRiver.com), where they can sign a pledge to reclaim the river and swim in + POOL when the project is complete. When the goal of **100,000 pledges is met, Heineken will contribute \$100,000** to the project's development. The campaign will continue to generate grassroots interest in the development of the project, which launched through crowdfunding in 2011. A short video urging participation in the campaign, created by Tribeca Studios, screened on Earth Day at the Tribeca Film Festival (April 22, 2017). The video is [available to watch here](#) and will run before screenings throughout the Festival (through April 30, 2017).

"The Cities Project by Heineken is all about making great cities even greater, and we have a special connection to New York's waterways, since traversing them to become the U.S.'s first import beer following prohibition," said Raul Esquer, Brand Manager, Heineken USA. "Following up on our recent successful projects, including San Francisco's Bay Lights Bridge and Miami Marine Stadium, we encourage everyone – not just New Yorkers – to show your support, and to help us Brew a Better World by bringing + POOL to life."

Throughout the summer, + POOL and Heineken will provide more opportunities for fans to get involved and experience the project's possibilities. **Heineken is partnering with Tribeca Studios on a documentary film about + POOL and New York's waters, which will be released this summer.** Each year, an estimated 27 billion gallons of raw sewage flows into the rivers surrounding New York. + POOL will filter out contaminants, cleaning more than half-million gallons of water each day to create swimmable water in a floating pool. A separate virtual reality, 360 video will show people what it will be like to swim in + POOL.

"What Heineken and + POOL are doing to reclaim the river is extraordinary. We are proud to have the Tribeca Film Festival as a partner in this initiative. Tribeca Studios will be telling the story of + POOL through innovative storytelling with the goal of moving audiences to take action and pledge to support + POOL, an initiative for enjoyment for all New Yorkers," said Paula Weinstein, EVP of Tribeca Enterprises.

This August, Heineken's support will also help realize a major public artwork on a New York river: **a light installation, scaled to the size of + POOL, will colorfully illuminate and respond in real-time to shifts in water quality, educating New Yorkers about the state of their river.**

"Despite being surrounded by water, the millions of people in New York are currently unable to enjoy it the way they should," said + POOL Co-Founder Archie Lee Coates IV. "By partnering with Heineken and Tribeca and generating even more grassroots support through public pledges, we can show city and state leaders how passionate people are to see the project become a reality."

Get involved at [SwimInTheRiver.com](http://SwimInTheRiver.com) or visit [PlusPool.org](http://PlusPool.org) for a deeper dive into the nonprofit's development.

**About + POOL**

+ POOL was conceived in 2010 by four designers and posted on Facebook where it was shared and distributed, taking on a life of its own through the press and public demand. + POOL was the first capital project to launch through Kickstarter, the leading crowdsourcing funding platform, raising more than \$370,000 through two 30-day fundraising campaigns, from more than 4,000 individuals. Following successful testing in real-river conditions of a scaled version of + POOL filtration in 2014, the designers incorporated Friends of + POOL as a 501c3 to fund the final design, development and construction and ensure operations moving forward remain community-focused, taking inspiration from nonprofit models like The High Line.

**About HEINEKEN USA**

HEINEKEN USA Inc., the nation's leading upscale beer importer, is a subsidiary of HEINEKEN NV, the world's most international brewer. Core brands imported into the U.S. are Heineken®, the world's most international premium beer brand, the Dos Equis franchise, the Tecate franchise and Strongbow Hard Apple Ciders. HEINEKEN USA also imports Amstel Light, Newcastle Brown Ale, Red Stripe, Sol, Indio, Carta Blanca and Bohemia brands. For the latest information on our company and brands, follow us on Twitter @HeinekenUSACorp, or visit [HEINEKENUSA.com](http://HEINEKENUSA.com).

As the beer that is enjoyed in the highest number of cities around the world, Heineken launched The Cities Project in 2015 and has supported initiatives and programs like James Murphy's "Subway Symphony" in New York, Leo Villareal's "Bay Lights" in San Francisco, Southern California's Beautify Hollywood project and most recently, the renovation of Florida's famed Miami Marine Stadium. + POOL is one of many innovative projects that Heineken will support in America's greatest cities throughout 2017. More partnerships and ways to get involved will be unveiled during Spring 2017.

**About Tribeca Film Festival**

The Tribeca Film Festival brings together visionaries across industries and diverse audiences to celebrate the power of storytelling. A platform for independent filmmaking, creative expression and immersive entertainment, Tribeca supports emerging and established voices, discovers award-winning filmmakers, curates innovative and interactive experiences, and introduces new technology and ideas through panels, premieres, exhibitions, and live performances.

Founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001, following the attacks on the World Trade Center, Tribeca has evolved from an annual event to spur the economic and cultural revitalization of lower Manhattan to a gathering place for filmmakers, artists, innovators, and the global creative community. Through programs that embrace storytelling in all of its expansive forms—film, TV, online work, VR/AR, and music—TFF reimagines the cinematic experience and explores how art can unite communities. This year's festival runs

April 19-30, 2017. [www.tribecafilm.com](http://www.tribecafilm.com) #Tribeca2017

**About Tribeca Studios**

In continued support of Tribeca Enterprises' mission, Tribeca® Studios develops and produces original programming for leading digital networks, custom film projects in association with brand partners and digital content for emerging platforms. Tribeca Studios delivers high quality storytelling across the evolving media landscape by utilizing our network of filmmakers and established track record in film and television production.

**Press Inquiries:**

Kara Meyer and Gabriel Einsohn  
[info@pluspool.org](mailto:info@pluspool.org)

Jake Anderson  
[jakea@fasthorseinc.com](mailto:jakea@fasthorseinc.com)  
(612) 741-5984