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|  | Water Foundry and Atlantean Media Announce Strategic Partnership to Provide Integrated Business Strategy, Brand Development and Communications Services to Global Water Technology Solution Providers and Multinational CompaniesAlliance creates a new category of advisory services in the water sector to help clients adopt a digital, decentralized and democratized approach to waterPRESS RELEASE |

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|  | **LONDON AND DENVER – MARCH 23, 2020** — [Water Foundry](https://www.waterfoundry.com/), a global advisor in solving “wicked water” challenges and driving technology innovation, and [Atlantean Media](https://www.atlanteanmedia.com/), a communications and digital media company specializing in water and environment, today announced a partnership that delivers clients the combined strengths of both independent companies.Under the leadership of Water Foundry’s Will Sarni and Atlantean Media’s Tom Freyberg, the companies will provide integrated business strategy, brand development and communications services to global water technology solution providers and multinational companies.*“We acknowledge the world has dramatically changed in a very short period of time,”* said Sarni.*“The crisis we face together has made it even more important that we solve water and accelerate the digital transformation of the water sector. We are impatient and have a bias for action. Water Foundry and Atlantean are committed to arming our clients with innovation in technologies, business models, financing and partnerships that drive the future of water forward while adapting to the changing business environment.”*Water Foundry and Atlantean Media believe that we can scale digital and decentralized technologies, coupled with the democratization of actionable information. The combined team, based across the U.S. and Europe with a global reach, has a demonstrated ability to develop and implement innovative solutions to create and protect brand value and business growth.Offerings of the partnership include: * Business strategy
* Thought leadership
* Communications, marketing and public relations
* Brand development
* Investor introductions
* Building an ecosystem of business relationships to support strategic growth
* Development and execution of digital content, learning and gatherings

*“The delivery and access to clean and safe water is more important than ever,”* said Freyberg. *“As society adjusts to new ways of working going forward, the Water Foundry and Atlantean partnership will help businesses not only navigate the changing landscape, but help them execute on it and ensure success as we collectively strive to solve water within our lifetime. We are uniting an ecosystem and delivering for clients in a way where we can be nimble, work quickly and serve as a true extension of their team.”* **FOR INQUIRIES CONTACT:**  Will Sarni at will@waterfoundry.comTom Freyberg at tom@atlanteanmedia.com**ABOUT WATER FOUNDRY**Water Foundry creates leading edge water strategies for US and non-US multinationals, non-governmental organizations, investors and the public sector. These strategies range from initial water strategy efforts to moving companies to more advanced water stewardship strategies and validating program performance. The company also works with innovative water technology startups and growth stage companies as an advisor on business strategy, funding and business development. Water Foundry was founded by Will Sarni, an internationally recognized thought leader on water strategy and innovation. Learn more at [www.waterfoundry.com](http://www.waterfoundry.com). **ABOUT ATLANTEAN MEDIA**Led by award-winning environmental journalist Tom Freyberg, Atlantean is a global media company with over a decade of experience spanning the world and bringing engineering-based content to life across the water, energy, renewables, recycling and waste management fields. From feature-length content and analysis, to video case studies and interviews, conference organization, public speaking and social media, the company’s proven track record can help to put businesses on the map, get noticed and grow. Learn more at [www.atlanteanmedia.com](http://www.atlanteanmedia.com). |
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