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
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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