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**FIJI WATER TAKES ONE SIP FORWARD FOR WOMEN FILMMAKERS AT THE
AMERICAN FILM INSTITUTE**

*FIJI Water Pledges \$100,000 This Awards Season to the AFI Directing Workshop for
Women*

LOS ANGELES (January 5, 2018) –FIJI® Water, America’s No. 1 premium imported bottled water brand, announced today its commitment to the American Film Institute’s (AFI) Directing Workshop for Women (DWW) with FIJI’s new *One Sip Forward* Campaign. This initiative aims to raise up to \$100,000 for the dynamic program’s mission to educate and mentor female filmmakers and increase the number of women working professionally as directors in film and television.

FIJI Water has continued to have a proud presence at high-profile events annually including major award shows, international film festivals and movie premieres for many years. The *One Sip Forward* Campaign kicks off at the Golden Globes this Sunday, January 7. As the official water sponsor of the Golden Globes, FIJI Water will hydrate guests both on the red carpet and during the star-studded show. For award show attendees who are photographed sipping FIJI Water through the iconic FIJI Water Straw, FIJI Water will make a donation to the AFI DWW as part of the campaign.

“Only four percent of all directors across the 1,100 top films from 2007 to 2017 were female, a ratio of 22 males to every one female director,” said Clarence Chia, vice president of marketing, FIJI Water. “We all know great talent is out there, and we want to help support female filmmakers. Therefore, we’re teaming up with the AFI to launch the FIJI Water *One Sip Forward* program to support their Directing Workshop for Women.”

Additionally, during the campaign, FIJI Water will provide a platform for AFI's Directing Workshop for Women class of 2018 to help them raise funds for their projects through FIJI Water's social media channels and website, as fundraising is a key component of their 2018 project. More details will be announced soon at www.OneSipForward.com.

The support on the red carpet doesn't stop there. Fans can get involved in the *One Sip Forward* movement by posting a photo on social media sipping FIJI Water and using the hashtag #OneSipForward and tagging [@FIJIWater](https://www.instagram.com/FIJIWater).

Traditionally, award show attendees have enjoyed drinking FIJI Water through the iconic FIJI Water Straw on the red carpet. Now, FIJI Water Straws are available for purchase online at the [FIJI Water store](http://www.fijiwater.com) where 100 percent of FIJI Water Straw sales during awards season will also go to the AFI Directing Workshop for Women.

FIJI Water can be found in stores nationwide, on Amazon and via FIJI's [Home Delivery Service](#). For more information and ongoing updates on the One Sip Forward campaign, please visit www.OneSipForward.com or [Facebook.com/FIJIWater](https://www.facebook.com/FIJIWater).

About FIJI Water

FIJI® Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is the No. 1 premium imported bottled water in the United States. FIJI Water, known for its iconic square bottle, soft mouth feel and unique mineral profile, is the water of choice among discerning consumers and top chefs. Widely available at fine restaurants and hotels, all major retail channels and through a convenient home/business delivery service, FIJI Water has expanded globally to more than 70 countries. To discover Earth's Finest Water®, please visit www.fijiwater.com, like us on [Facebook](#), or follow us on [Instagram](#) and [Twitter](#).

About the American Film Institute

Established by Lyndon B. Johnson's presidential mandate in the White House Rose Garden, the American Film Institute is America's promise to preserve the heritage of the motion picture, to honor the artists and their work and to educate the next generation of storytellers.

In 1969, AFI opened the Center for Advanced Film Studies, now called the AFI Conservatory, an elite MFA program. The program's acclaimed film and television alumni include Andrea Arnold, Darren Aronofsky, Julie Dash, Patty Jenkins, Janusz Kamiński, David Lynch and Robert Richardson, among others.

About the AFI Directing Workshop For Women

The AFI Directing Workshop for Women (DWW) is a hands-on training program offered by the AFI Conservatory committed to increasing the number of women working professionally in screen directing. Each participant is required to complete a short film or series by the end of the program. Though the program is tuition-free, participants are responsible for raising the funds for their projects. Prominent alumnae of the AFI Directing Workshop for Women include Maya Angelou, Anne Bancroft, Neema Barnette, Pippa Bianco, Tricia Brock, Ellen Burstyn, Jennifer Getzinger, Lesli Linka Glatter, Nancy Malone, Sarah Gertrude Shapiro, Cicely Tyson, and many more.