



FOR IMMEDIATE RELEASE

## **THE MAGIC OF ONE DROP RETURNS WITH MARQUEE EVENTS WALK FOR WATER, THE BIG DEAL AND ONE NIGHT FOR ONE DROP IN 2024 AND 2025**

*Walk for Water Kicks Off Global Water Conservation Efforts Nov. 9 at Springs Preserve, Sponsored by Cirque du Soleil, Cashman Photo Enterprises, Focus Companies, and more*



Link to video and hi-res images [HERE](#)

LAS VEGAS (Oct. 15, 2024) - [The One Drop Foundation](#), the international non-profit organization dedicated to supporting communities on the forefront of the water and climate crisis, is thrilled to announce the return of Walk for Water, taking place at Springs Preserve in Las Vegas on Saturday, Nov. 9. In its illustrious eighth edition, 2024 will mark the anticipated return of the annual event since its inception in 2013, uniting the Las Vegas community for its vital cause.

“Water is a fundamental human right and need, yet upwards of two billion people across the globe still lack access to this pivotal resource.” said Lisa Clowery, Co-Chief Executive Officer for One Drop.

Jerry Nadal, One Drop Board Member added, “Most specifically in our Las Vegas region, we see the detrimental need of conservation amidst the desert landscape, and we are passionate about uniting others within the local community to our cause. We invite everyone to lace up their shoes and join us as we take steps towards a sustainable future for our planet.”

Walk for Water invites participants of all ages to walk for a cause, raising awareness and funds to support local water education and conservation as well as global water access. The family-friendly affair will kick off at 7:30 a.m. at Springs Preserve with a welcome from Mayor of North Las Vegas, Pamela Goynes-Brown, and Walk for Water Co-Chairs, Brian Kunec and Crystal Hirschi, followed by an interactive warm-up for participants with renowned entertainers, Jay R Beatbox and the cast of FANTASY, in addition to special appearances by Cirque du Soleil artists and Blue Man Group. The 2.1-mile walk will begin at 8 a.m., with guests also having the opportunity to join the water-bucket challenge - carrying a bucket from start to finish to simulate the daily effort that falls mostly on women and children, who must walk to retrieve



water multiple times a day. Following the race, City of Las Vegas Mayor Carolyn Goodman will congratulate guests on completing the walk alongside music, dancing, face painting, games and refreshments at the Springs Preserve amphitheater.

Registration for Walk for Water is now open. To participate in this year's event, please visit [HERE](#).

All net proceeds from Walk for Water will directly benefit One Drop's mission of ensuring access to clean water for those in need and water conservation and education efforts in Nevada.

In looking ahead, One Drop will also host The Big Deal, a new philanthropic poker tournament in partnership with the WPT® Foundation and the One Drop® Foundation, on Saturday, Nov. 22 at the Allē Lounge on 66 at Resorts World Las Vegas. The tournament will be hosted by Guy Laliberté, founder of Cirque du Soleil, Froogs, and One Drop, and feature a \$10,000 buy-in to battle it out against Race Week personalities, celebrities, and select poker pros. For tickets and sponsorships, please contact: [Laurent.Madore@onedrop.org](mailto:Laurent.Madore@onedrop.org)

In celebration of World Water Day, March 22, 2025, marks the triumphant return of One Night for One Drop. Since its inception in 2013, One Night for One Drop has raised more than \$40 million to improve the living conditions of communities facing extreme barriers and to support life-changing water projects worldwide as well as local Las Vegas water initiatives. The celebratory evening to be held in partnership with Tao Group at Hakkasan Nightclub at MGM Grand Hotel and Casino will feature a live auction, specially curated wine tasting from some of the world's most coveted estates, followed by a unique one-night-only dinner show.

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### **About The One Drop Foundation**

At One Drop, we unite people and empower communities to solve the water and climate crisis through innovative, sustainable actions. Channeling the creative spirit of Cirque du Soleil, we rally local and international changemakers to raise funds and co-create solutions that drive life-changing projects worldwide. Together, since 2007, we have transformed the lives of nearly 3 million people in Latin America, India, Africa, and among Indigenous communities in Canada. Join us in turning water into action and creating a sustainable future with safe water for all. For more information about One Drop's safe water initiatives, visit <https://www.onedrop.org/> Locally, One Drop has proudly donated more than \$1.5 million to Las Vegas organizations including Springs Preserve, DISCOVERY Children's Museum water education program, Desert Research Institute and WaterStart, helping raise awareness and educate the Las Vegas region about access to safe water, water conservation and detrimental, ongoing water initiatives that affect our desert community.



### **About Cirque du Soleil Entertainment Group**

Cirque du Soleil Entertainment Group is a world leader in live entertainment. Building on four decades of pushing the boundaries of the imagination, the artistic entertainment company brings its creative approach to a large variety of artistic forms such as live shows, multimedia productions, long-form content, music, immersive experiences, and special events. Cirque du Soleil Entertainment Group celebrates 40 years of defying reality, defining entertainment, and illuminating the world through art and creativity. Since its creation in 1984, more than 400 million people have been inspired on 6 continents and 86 countries. The Canadian company now employs more than 4000 employees, including 1200 artists from more than 80 different nationalities. For more information about Cirque du Soleil Entertainment Group, please visit [cirquedusoleil.com](http://cirquedusoleil.com).

### **About Cashman Photo Enterprises**

Cashman Photo Enterprises was founded in Las Vegas, Nevada in 1966 expressly to service the photographic needs of Las Vegas' resorts and their guests. Throughout our history, we have focused on providing world class services and products that elevate the Las Vegas experience. Today, we are the largest provider of photo and video services to nearly every resort in Las Vegas as well as local businesses, families, schools, and non-profits. Our reach has expanded to include nation-wide services for seasonal attractions, touring stage productions, and event documentation. Cashman Photo is a NGLCC and Disability:IN certified business.

### **About Focus Companies**

At Focus Companies, we specialize in providing comprehensive construction solutions tailored to your needs. From laying the foundation with top-quality concrete to ensuring your property is safe and efficient with expert plumbing, electrical, framing and fire protection services, we handle every aspect of your project with precision and professionalism. With our skilled team and commitment to excellence, we deliver reliable results that exceed expectations, turning your vision into reality.

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