

**FILM: FROST  
HEATS UP THE  
DANCE FLOOR**

PAGE 14

**met**

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PAGE 02

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## Mural. In SoHo, WAT-AAH! encourages a healthy lifestyle

It's hard to miss the new addition to SoHo's graffiti skyline, at the intersection of Lafayette and Prince, by artist Kenny Scharf. This psychedelic 2,500-square-foot mural was sponsored by a brand of water that aims to encourage young people to live healthier, more active lives.

WAT-AAH! has been on grocery shelves since 2008. Its logo features a cartoon boy screaming: "Drink WAT-AAH!" The brand was founded by Rose Cameron, a mother of two who was tired of bribing her children away from sugary drinks. Her moment of genius was to package a healthy drink with a savvy design that kids would adopt as "cool."

Now, WAT-AAH! has launched "Taking Back the Streets," a campaign in partnership with first lady Michelle Obama's nationwide "Drink Up" initiative. It's led by Partnership for a Healthier America, which encourages everyone to



Check out SoHo's newest mural through April 20. / PROVIDED

**By the numbers**

**2,500**

Square footage of the psychedelic mural by Kenny Scharf at the intersection of Lafayette and Prince streets in SoHo

drink more water.

A "Taking Back the Streets" exhibit launched Feb. 20 at NYC's New Museum, drawing a special visit from Mrs. Obama. It moves to Washington, D.C., on April 23.

**DANIELLE KALAMARAS**



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