



For immediate release

Contact: Isla McKechnie
isla@albatrosspr.com

Superyachts Carrying Soulr Food Carts to Coastal Communities In Need

- *A millennial's solution for disaster-struck communities provides immediate relief, and an ongoing solution to build climate-resilient societies. -*

SAN DIEGO, CALIF. (March 20, 2018) – A collaboration between the non-profit yacht industry humanitarian organization YachtAid Global and solar power guru Tyler Norris is helping communities recover quickly from natural disasters, and setting them up for brighter futures.

While still studying at university, Norris invented a solar-powered food cart capable of effectively chilling goods. Fast forward a couple of years, and several accolades and his Soulr brand has become the epicenter of the micro clean energy movement.

In 2017 when a string of hurricanes hit the Caribbean, it was only natural for this innovator to feel compelled to help. Knowing Soulr could assist people in the disaster-struck areas to secure chilling equipment to keep medicines and foods safe, and provide other essential power services, Norris contacted YachtAid Global to see if the plan could be made to work logistically.

With the help of a 260ft yacht organized through YachtAid Global, Soulr fridge/freezers, Soulr power stations, AquaPaks, and a full solar mobile kitchen were delivered to the island of Dominica in mid-December, followed by additional units which were sent to Puerto Rico and the US Virgin Islands shortly after.

“One of the things that appealed about partnering with Soulr was its determination to help countries become climate resilient and independent,” says YachtAid Global’s Executive Director, Tim Forderer.

Soulr equipment was outfitted into health centers, fishing committees, and indigenous villages, providing renewable energy for vulnerable areas.

"The speed, efficiency, and leadership that YachtAid Global provided was incredibly instrumental in the delivery of our Soulr equipment," says Norris.

“Not only did they assist in overcoming the logistical hurdles of shipping, but they reduced our overall cost of deployment by an enormous amount. Without YachtAid Global, we would not have been able to facilitate the level of social impact we initially had set out to accomplish."

Soulr products are unique in that they offer immediate relief with access to cold storage for food/medicine, off-grid micro energy to charge electronics, and the ability to simply be converted to mobile food carts or kiosks. It’s a full closed-loop sustainable system and is designed to help build resilient communities.

#####

EDITOR’S NOTE

For image and interview requests or further media information, please contact Isla McKechnie of Albatross PR, isla@albatrosspr.com. +64 22 406 7058

YACHTAID GLOBAL

YachtAid Global orchestrates the delivery of disaster relief, development and conservation aid to coastal communities worldwide. The organization was founded in 2006 and is a registered nonprofit which utilizes a network of volunteers who coordinate logistics, yacht owners and donors who match with yacht owners and yacht crew to transport these basic lifesaving supplies in serious times of need. Since its launch, the YachtAid Global team has expanded its mission to be able to best utilize charitable resources to deliver maximum impact. The charity sits in a unique position where it's able to mobilize superyachts and aid vessels, and connect them with aid providers, volunteers and other NGOs for natural disaster relief and humanitarian work quickly and efficiently. For more information go to: yachtaidglobal.org

SOULR/SWARM

SWARM (a large number grouped together, and usually in motion).

Swarm is an innovation collective on a mission to accelerate the mobilization of disruptive products, social impact driven personnel, and resources through collaboration for communities around the world.

- Leveraging video and media coverage to provide a tangible lens of social impact
- Mobilizing brands and organizations through community rebuilding
- Facilitate partnerships and collaboration between brands/organizations
- Decentralize the mobilization, decision making, and distribution of resources through the community swarm model
- Provide impact opportunity to those looking to travel locally and abroad