INTO DUST premiers on Real Stories to increase the awareness around the global water crisis  **14-Jan-2022**

 **Through Real Stories, the film is now available to millions around the world**

**Bjerringbro, Denmark, January 14, 2022:** INTO DUST is now available on Little Dot Studios' Real Stories, the home of great documentaries and real-life stories. Real Stories can be found on YouTube, Amazon, Samsung, Facebook, Instagram, TikTok and many other digital platforms. The channel features probing explorations around social justice issues and award-winning, original films from established directors as well as exciting new filmmakers.

Since being launched in August 2021, INTO DUST is available on Amazon Prime, WaterBear and now on Real Stories. The film has also been screened at 100 events across 25 countries. This scripted film is based on a true and important story that brings attention to the value of water by celebrating those who work relentlessly to secure the necessary solutions. The docudrama, directed by Academy Award-winning film director, Orlando von Einsiedel, tells the extraordinary story of Perween Rahman, a woman who sacrificed everything to provide Karachi's poorest communities with clean, safe water.

Commenting on the Real Stories launch, Kim Nøhr Skibsted, Executive Director, Grundfos Foundation, said "As the world faces growing water challenges, it is important for us to highlight this crisis. Sustainable solutions that can help alleviate the water crisis do exist – if we work together, we can make a positive difference around the world. We need to raise awareness as widely as possible and act quickly.”

Real Stories caters to a growing audience: With 5.1 million subscribers on YouTube, 5.7 million followers on Facebook and more than 30 million views each month across these platforms, it is ideal to reach millions of viewers around the world.

Paul Woolf, Executive Editor, Real Stories, said “INTO DUST shines light on a critically important story for the 21st century, and is made by one of the world's greatest filmmakers. We're honored to be partnering with Orlando, Grain Media and The Grundfos Foundation to share Perween Rahman's enduring mission with Real Stories' wide, global audience. Just as it is Orlando's first scripted film, it is also the first time Real Stories has published an entirely scripted piece on our YouTube channel. Since 2015, we have been the home of great documentaries on YouTube and social media, and we're thrilled to widen our scope with such a powerful and brilliant project.”

Orlando von Einsiedel, Director of INTO DUST, said: “The bigger backdrop to INTO DUST is the growing crisis of the world running out of fresh water. Today, water-induced migration, disappearing lakes, urban water system collapse, water-related terrorism, job loss, droughts, coastal inundation, and trans-boundary water gamesmanship are common events. I’ve been fortunate enough to spend a lot of my career sharing the stories of people who put themselves at the service of an idea, or an ideal, bigger than themselves. Perween and her sister Aquila’s dedication epitomises this.”

“A partnership with Aquila, who serves as an executive producer, propelled the project forward and the Danish based Grundfos Foundation generously supported this film about Perween and Aquila’s extraordinary work. It’s been a true privilege to have been entrusted to be part of the team sharing Perween and Aquila’s story. I hope it resonates with other people as much as it did with me” adds Orlando von Einsiedel.

**Quick access:**

* Watch INTO DUST on Real Stories here
* A sneak preview of the INTO DUST trailer here
* Visit the film’s website, intodustmovie.com for more information on both the film and the global water crisis.

**About Real Stories**

Little Dot Studios' home of great documentaries and real-life stories, Real Stories, can be found on YouTube, Amazon, Samsung, Facebook, Instagram, TikTok and many other digital platforms. The channel features absorbing true-crime tales, touching medical stories, probing explorations around social justice issues, and award-winning, original films from established directors as well as exciting new filmmakers. We're proud to showcase Grierson, BAFTA, Emmy and Oscar-winning documentaries. Real Stories commissions and co-produces original short and mid-form documentaries, including the BAFTA-winning Missed Call (directed by Victoria Mapplebeck) and Take Me to Prom (director Andrew Moir), which won a 2020 Canadian Screen Award. The channel brand caters to a growing audience of fans, with 5.1 million subscribers on YouTube and 5.7 million followers on Facebook and more than 30 million views each month across these platforms.

**About the Grundfos Foundation**

The Grundfos Foundation (Poul Due Jensen Foundation) is a Danish commercial foundation. Grundfos’ founder, Poul Due Jensen, created the Foundation on 19 May 1975. The main purpose of the Foundation is to ensure and support healthy economic growth and development of the Grundfos Group, but the Foundation also supports philanthropic activities within three main areas: access to Water for the world’s poorest, technical and scientific Research, and labour market Inclusion. Within Water, the Foundation keeps a reserve at hand for urgent disaster response. To learn more, visit grundfosfoundation.com

|  |
| --- |
| **QUICK LINKS – Get the latest news and information from Grundfos.** |
| Read more of the latest updates from Grundfos. | [www.grundfos.com/news](http://www.grundfos.com/news) |
| Access our press-kit, or download images of Grundfos people, locations and products. | [www.grundfos.com/press-kit](http://www.grundfos.com/press-kit) |
| Get in touch! We’re happy to help with questions and enquiries from journalists and the media. | [www.grundfos.com/press-office](http://www.grundfos.com/press-office) |