

What's happening in the news this week?



Let's have a look at this week's poster!

23rd - 29th January 2023



How much control do influencers have over our choices?

Let's look at this week's story



A drink called 'Prime Hydration' has arrived in the UK and as quickly as it arrived, it sold out. The creators of the drink are online influencers KSI and Logan Paul. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to limit customers to one bottle per person. The craze did not stop at the supermarket shelves; on eBay, the drinks were up for sale for thousands of pounds each. The founders of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.



Learn more about this week's story [here](#).
Watch this week's useful video [here](#).
This week's Virtual Picture News [here](#).

