



E-BLAST

For Immediate Release

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Soak Up Summertime Activities and Sip Safely with Icebox Water™ *Icebox Water Presents Tips to Maintain Summertime Hydration Health*

Cold Springs Harbor, NY (May, 2014) – While doctors suggest a daily water consumption of at least 64 oz (particularly during extended days at the beach!), the Center for Disease Control and Prevention tells us that only 22% of adults manage to drink this amount.¹ After months of hiding indoors from wet and dreary weather, it's natural to “come alive” with the increase of daylight during the summer months. More than ever, it's important to maintain a balanced water level while exercising and enjoying the sunshine to avoid light-headedness, muscle cramping, or more serious side-effects of dehydration. Heed these tips provided by [Icebox Water™](#) to thrive during fun, vigorous outdoor activities throughout the long days of summer.

1. Keep Time in Mind. Temperatures rise between 10 am and 3 pm, sometimes drastically. Avoid exercising during this time to minimize heat stresses.
2. Embrace the Light. Maintain the body's internal temperatures with light colored fabrics which reflect the sun as opposed to dark colors, which absorb heat.
3. Watch out for Weather. Heat advisories warn of high air pollution, which can damage lungs. Check your weather application before strenuous activities.
4. Stick with a Buddy. Trainers often tout the benefits of partner exercises, one being that a friend may be the first to detect a need for nourishment.

The American Heart Association states “it's not sweating that cools the body; rather, the evaporation of sweat into the atmosphere”.² With Icebox Water on hand, you can **refresh naturally** in the summer sun with pure Canadian spring water in Icebox Water's unique, recyclable, grab-and-go carton. Icebox Water provides safe, sustainable hydration with their BPA-free packaging—which means that BPA (a potentially harmful chemical) won't be leaching

¹ http://www.cdc.gov/pcd/issues/213/12_0248.htm

² http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/Top-5-Tips-to-Staying-Cool-During-Your-Summer-Workout_UCM_428764_Article.jsp



into your water if the carton is stored in warm temperatures or sits in the sun. Also, the unique packaging materials have been known to keep contents cooler than the average PET plastic water bottle—so pick up a carton to refresh all day long!

About Icebox Water™

Founded in 2007, Icebox Water™ produces conveniently packaged water that is good for people and good for the planet. The unique carton package is made from 74% cardboard and pressed paper, and is 100% recyclable. Icebox Water™ is free of bisphenol A (BPA), a chemical commonly found in PET plastic bottles. BPA is linked to a mountain of growing scientific evidence tracing it to a host of health problems. Icebox Water™ boxes its water at the source of natural mountain springs to ensure it maintains the highest standards of purity and taste. Icebox Water™ can be found at over 1100 retailers throughout North America including Whole Foods, H-E-B, Mother's Market, and Gristedes or by email at dkurth@christiecomm.com.

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