



E-Blast

For Immediate Release

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Icebox Water™ Donates Portable, Environmentally-Friendly Water to California Families *Icebox's Premium Spring Water Provides Reliable Drinking Water in Times of Need*

Cold Spring Harbor, NY (June, 2014) — While summertime is often touted as a time for exotic vacations and beautiful sunshine, for many it is a time for increased temperatures without any relief. **Icebox Water™** (www.icebox-water.com) is committed to community involvement as part of the company's overarching goal of taking responsibility for the health of our planet. Icebox Water™ has proudly supplied The Valley Food Bank (www.valleyfoodbank.org) with pallets of both ½ liter and full liter cartons of their premium spring water which will be distributed through their expansive Southern California network of rescue centers, food pantries and soup kitchens.

Icebox Water™ Presidents Andrew Reynolds and Robert Emmons are conscientious in every aspect of their business. Their passion to reduce the industry's carbon footprint is achieved by providing consumers with a fully recyclable, BPA-free cardboard and pressed paper carton. The water is sourced from clean, premium spring water to provide crisp refreshment. As their business grows, they are committed to educating consumers on the importance of the health of our planet and providing a dependable water solution.

"We recognize that access to clean water is not guaranteed for many members of the community," says Reynolds. "While our company was founded with the intention of supplying consumers with a healthy product, we are also motivated to help at-risk communities without access to critical goods and services."

Food insecurity contributes to anxiety and even depression. The Valley Food Bank offers food assistance to low-income individuals and those living without homes in California by distributing supplies to 14 food pantries as well as several Southern California rescue centers and soup kitchens. The Valley Food Bank, established in 2001, now serves over 150,000 individuals annually. Their project, *Fighting Hunger – Feeding Hope*, is assisted by partner organizations which provide safe housing as well as education. The Valley Food Bank prides itself on being part of the larger network of the Rescue Mission Alliance, founded in the late 1960's by Charles and Mary Pope. Icebox Water™ is pleased to contribute to the success of this indispensable organization.



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 packaging 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 that growing scientific evidence is linking 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.

For more information about Icebox Water™ or for media related inquiries, please contact Dana Kurth of Christie Communications at (805) 969-3744 or via email at dkurth@christiecomm.com.

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¹<http://www.cnn.com/2014/01/16/us/west-virginia-contaminated-water/>
http://www.huffingtonpost.com/2014/01/27/chemical-spill-west-va_n_4676635.html
<http://www.wvgazette.com/News/watercrisis/201401150150>