



*For Immediate Release*

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## **Eco-Friendly Bottled Water? Yes, In A Box!**

*Icebox Water™ Sustainable Packaging Provides Refreshment with Less Waste*

**Cold Spring Harbor, NY (June 2014)**—There is a growing movement among policymakers and environmentalists against the plastic water bottle. In fact, a legislation to ban it entirely in public spaces was recently passed in San Francisco, CA while others are taking action by charging additional tax on each bottle like in Chicago. And, why not? Producing water bottles requires over 2.7 million tons of plastic and 17 million barrels of crude oil annually. Out of the estimated 50 billion water bottles sold each year, only 23% are recycled—the rest end up in landfills (or worse yet, the ocean) across the United States. Because these water bottles take between 400 and 1,000 years to decompose, the environmental impact becomes an economic and health issue, as well. Fortunately, an eco-friendly alternative to PET plastic and chemical-laden water bottles is here: **Icebox Water™** ([www.icebox-water.com](http://www.icebox-water.com)). Icebox Water's sustainable and revolutionary

box carton is made of pressed-paper, which is 100% recyclable and bisphenol A (BPA) free. Its unique packaging is also designed to insulate the crisp Canadian spring water inside—keeping it cool longer for maximum refreshment.

“Recycling has been around for decades and we only get to process 23% of the water bottles we use? Clearly, we need to do more,” says Andrew Reynolds, President of Operations for Icebox Water. “A sustainable alternative to bottled water is imperative and we are proud to spearhead this change and provide America with a unique solution: Icebox Water.”

Icebox Water can provide incredible, pure refreshment while supporting a reduced-waste environment at home, in the office, and in public spaces. Its unique packaging checks off the five R's in leading a low-waste lifestyle: Refuse, Reduce, Reuse, Recycle, and Rot.

**Refuse** plastic bottled water. Period. The environmental cost of 60 million plastic bottles thrown daily in American landfills isn't able to counteract the slight discount on plastics in grocery stores.

With Icebox Water, the daily waste from using bottled water is **reduced** because it is made of 100% **recyclable** materials. Compared to plastic bottles, Icebox Water's box carton can



decompose within two short months. Finally, although Icebox Water is contained in a unique and sturdy box, you can be sure that Icebox has done the work to **reuse** recycled products for a healthier planet!

By choosing Icebox Water, one can contribute and support the growing movement to lead a zero-waste lifestyle and drink water from environmentally safe alternatives. So when it is time to reach for bottled water, think out-of-the box (pun intended) and choose Icebox Water, instead.

### **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 is linked by a growing scientific evidence to a host of health problems. Icebox Water™ sustainably boxes its water at the source of natural 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](mailto:dkurth@christiecomm.com).

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