



Media Release

For Immediate Release

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Icebox Water™: Concert Refreshments Go Green

Leave No Trace This Summer with Compostable Alternative to Plastic Water Bottles

Cold Spring Harbor, NY (July, 2014) — When thousands of people converge in one place for events such as outdoor concerts and festivals, chaos often ensues — for the environment, that is. Big events like Coachella, Lollapalooza, and Bonnaroo, draw music fans, vendors, and artists numbering between 40,000-150,000 which creates *tons* of waste, massive energy consumption, and a weighty carbon footprint. Over 75% of disposable water bottles are not recycled after an event¹; these bottles often end up in landfills across the United States (or worse yet, the ocean).

Addressing this environmental problem is the eco-friendly alternative to PET plastic and chemical-laden water bottles: **Icebox Water™** (www.icebox-water.com). Icebox Water is water in a box; but not just any box. Its eco-friendly packaging is 100% recyclable, compostable, and BPA-free. While the box is neat, the water is *cool*. Each box of Icebox Water is uniquely designed to insulate the pure Canadian spring water inside—keeping it crisp longer for maximum refreshment.

Thankfully, it's not just Icebox Water that is making a stand against disposable water bottles. Celebrities are taking notice, too. Oprah Winfrey, Kelley Osbourne, and Cindy Crawford are just a few² who find it unethical to promote bottled water brands. The conscious public is starting to acknowledge that a million dollars in endorsement fees could be better allocated to the drilling of 300 water wells in Africa³. At a day to day level, a simple shift in buying products made out of paper over plastic can make a significant impact, environmentally.

“People attend outdoor concerts and festivals to relax and have fun. There isn't an intention to create waste, most often there simply isn't an alternative to single-use, disposable plastic

¹ Fishman, Charles (2007) “Message In A Bottle”. Fast Company Magazine

² Deluca, Jacqueline (2014) “Five Celebrities Against Bottled Water” HealthyWomen.org

³ http://www.huffingtonpost.com/peter-h-gleich/celebrities-and-bottled-w_b_705534.html



bottles,” says Andrew Reynolds, President of Operations for Icebox Water. “Sustainable alternatives for packaged water are imperative and we are proud to spearhead this change and provide concert-goers with our eco-friendly Icebox Water.”

So when the opportunity to attend the next big concert or event comes, *don't make an impact*. Pack Icebox Water and help make a refreshingly cool change for the environment.

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 has linked to a host of health problems. Icebox Water™ boxes its water at the source of Canadian 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 Lauren Haines of Christie Communications at (805) 969-3744 or via email at lhaines@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>