



NEWS RELEASE

For Immediate Release

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Icebox Water™ Takes Their Message to Hollywood

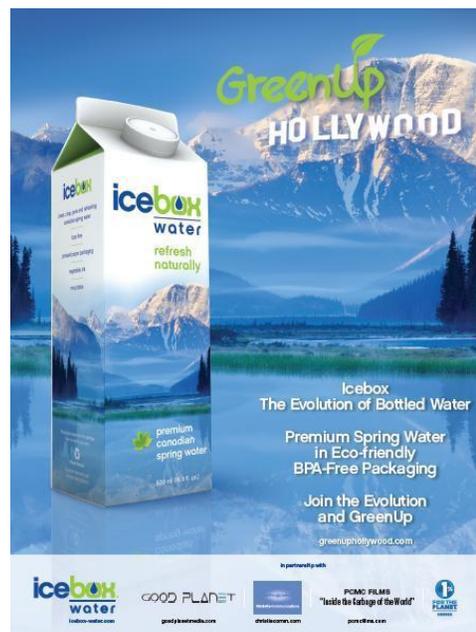
GreenUp: Join the Bottled Water Evolution

Cold Spring Harbor, NY (August, 2014)— As Hollywood is rolling out the red carpet this week for Emmy nominees like Kevin Spacey, Jon Hamm, and Claire Danes; **Icebox Water** (www.icebox-water.com) is rolling out the green carpet in Beverly Hills at the famous DPA Luxe suite to encourage everyone to join the bottled water evolution and “GreenUp Hollywood”.

With BPA plastic water bottles found on sets, in venues, and at events - causing environmental issues globally, Icebox Water’s premium Canadian spring water comes in unique BPA-free compostable containers. As interest in the health of the planet grows, **Icebox Water** provides a convenient option to quench thirst with a 76% lower carbon footprint than plastic water bottles!

The pre-Emmy’s Gifting Suite, held by Dubois Pelin and Associates (DPA), invites celebrities, nominees and presenters to enjoy new and exotic brands atop the boutique Beverly Hills hotel to provide unique luxuries and tasty indulgences. Icebox Water enthusiastically supports these dynamic individuals with a convenient, responsible, delicious alternative to standard plastic bottles.

“We are excited to be involved in this award’s season and celebrate those encouraging the trends which are benefiting our planet!” says Andrew Reynolds, President of Icebox Water. In conjunction with [1% for the Planet](#), [Good Planet Media](#), [Christie Communications](#), and [PCMC Films](#), Icebox Water reaches out to influencers and industry experts to GreenUp Hollywood, demonstrating the need for a renewed focus on our environment. These businesses focus on creating planet-friendly film sets and reaching conscientious audiences with pro-active brands, products, and businesses with likeminded partners and supporters!





About Icebox Water™:

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 plastics 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 throughout North America at major markets such as Whole Foods, H-E-B, Mother's Market, Albertson's and Gristedes.

For more information about Icebox Water™ please visit www.icebox-water.com or for information about the GreenUp Hollywood campaign contact Lauren Haines of Christie Communications at (805) 969-3744 or lhaines@christiecomm.com.

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