



NEWS RELEASE

For Immediate Release

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Hero Among Us: Andrew Reynolds Establishes Sustainable Solutions Globally President of Icebox Water Initiates Healthful Ventures at Home and Abroad

Cold Springs Harbor, NY (October, 2014)— Among the many men and women working to make the world a better place, Andrew Reynolds stands out for embodying the socially and environmentally conscious modern hero. New York-based **Andrew Reynolds** is taking responsibility for environmental health with his company's pragmatic, pressed-paper boxed water solutions while providing clean water and building infrastructure as a repeat volunteer with Building Bridges Worldwide.



The bottled water industry has grown at a rate of over 20% every quarter between 1993 and 2005, and continues to grow yearly.¹ As the demand for bottled water persists, the environmental impact on our oceans of plastic pollution has become dire. Reynolds recognizes the need for clean, packaged water, as well as the overriding importance of taking responsibility for our planet. His company, Icebox Water (www.icebox-water.com), is a solution for both.

A clean alternative to plastic bottles, Icebox Water's pressed-paper box carton is 100% recyclable and bisphenol (BPA) free, offering a conscious and healthy packaged water. With Icebox, people can reduce their daily environmental impact while still getting the water they need. In an effort to engage further in environmentally-conscious projects, Icebox Water is a member of 1% For The Planet (<http://onepercentfortheplanet.org>), a non-profit organization directly donating members' contributions to environmental improvement projects.

Icebox Water's GreenUp Hollywood campaign strives to reduce plastic consumption in Hollywood, allowing Icebox to make a positive difference both throughout America and internationally.

Reynolds' dedication to global betterment and sustainability stretches beyond his contributions in the U.S. In 2010, Reynolds began his work with Building Bridges World Wide (www.buildingbridgesworldwide.org), a non-profit organization committed to developing basic

¹ http://www.nytimes.com/2013/10/26/business/bottled-water-sales-rising-as-soda-ebbs.html?pagewanted=all&_r=0



infrastructure and insuring long-time support in impoverished communities around the world. Beginning with a project to refurbish a school house and build a medical clinic in Gerhku, Nepal, he has since worked with communities in Bolivia and Tanzania to provide infrastructure ranging from water wells to community buildings. The organization collaborates with a local nonprofit in each country where a project is undertaken to ensure there is strong support after building is completed.

“Through Building Bridges Worldwide, I’ve found a vehicle where I can help people with less fortunate circumstances better their environments, ultimately enabling them a better opportunity to pursue a future they want,” says Reynolds of his volunteer work.

Dividing his time between socially-responsible business and international volunteer aid, Andrew Reynolds develops healthy advancements for people all over the planet.

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. 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 throughout North America at major markets such as Whole Foods, Mother’s Market, Albertson’s and Gristedes. For more information about Icebox Water™, please visit www.icebox-water.com or contact Lauren Haines of Christie Communications at (805) 969-3744 or lhaines@christiecomm.com.

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