



NEWS RELEASE

For Immediate Release

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New 250mL Carton for Little Tykes, Reduced Carbon Footprint

Icebox Water™ Packaged in Smaller Cartons Inspires Environmental Awareness Among Today's Youth

Cold Spring Harbor, NY (February, 2015) – Children's naturally high rate of activity coupled with their small body mass results in increased susceptibility to dehydration¹. As common children's drinks, including sugar-laden juices and flavored drinks, can result in indigestion, tooth cavities, and weight gain², water is always the best and most refreshing solution for healthful hydration. With a commitment to the well-being of little kids and a big planet, **Icebox Water** (www.iceboxwater.com) offers a delicious and environmentally-responsible water container for convenient, portable, healthy hydration. Its crisp Canadian spring water is now available in kid-friendly 250ml recyclable, compostable cartons, reducing environmental impact through a minimized carbon footprint while keeping children refreshed and hydrated.

The new 250ml Icebox Water cartons are designed to assist every child's daily adventures. These pressed paper and cardboard cartons fit comfortably in lunchboxes, backpacks and sports bags for easy on-the-go hydration. The bright labeling and specially-catered size captures the attention of young ones and reminds them to stay hydrated. With a pure, crisp taste that surpasses that of ordinary tap water, the pure, Canadian spring water inside is something kids can enjoy with each refreshing sip. In addition to its smooth, delicious flavor, Icebox Water cartons are completely free of bisphenol-A (BPA), a chemical found in plastic which is linked to a host of health problems for children³. Icebox Water provides pure water in a clean package that kids will savor, whether it's on the soccer field, at a performance, or in the classroom.

"We want our clean Canadian spring water to be available to everyone," says Andrew Reynolds, CEO of Icebox Water. "It's our hope that kids will choose Icebox Water's unique containers and pure water to replace unhealthy, high-sugar, boxed beverages often found in lunchboxes."

By offering a healthy alternative to plastic bottles, Icebox Water reduces carbon footprints with a simple, effortless solution. The environmental impact of plastic water bottles is astronomical, with

¹ <http://medical-dictionary.thefreedictionary.com/dehydration>; <http://www.mayoclinic.org/diseases-conditions/dehydration/basics/risk-factors/con-20030056>

² <http://www.everydayhealth.com/kids-health/the-real-reason-kids-shouldnt-drink-apple-juice.aspx>

³ <http://healthland.time.com/2013/01/09/more-health-harms-for-children-exposed-to-bpa/>



tons of energy needed to produce the plastic bottles alone⁴. Icebox Water cartons are made with 76% less plastic than traditional plastic water bottles and are 100% recyclable. In addition, with the removal of the cap and spout, the carton will completely compost in 2-24 months. By tossing into a recycle bin (or properly composting) after use, kids learn to reduce their waste and keep plastic out of landfills and oceans.

Another way Icebox Water hopes to engage children is through “up-cycling” of the Icebox Water carton. To transform an empty carton into a fun and festive gift box, cut open the front three sides and tie a ribbon around the back. Fill the box with confetti or creative card, and then paper mache the box closed again. Decorate the box and present to a loved one to open by pulling the ribbon. For additional craft ideas, visit Icebox Water’s Facebook page (www.facebook.com/iceboxwater).



As a member of the non-profit 1% For The Planet, Icebox Water ensures every little carton has a big impact on the planet by supporting sustainability projects worldwide. By educating little tykes how to have a little carbon footprint, Icebox Water shapes the future of responsible and sustainable living. When hydrating on-the-go “Refresh Naturally” with Icebox Water.

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, and boxes its water at the source of Canadian springs to ensure that it maintains the highest standards of purity and taste. As a member of the non-profit 1% For The Planet and through its GreenUp Hollywood campaign, Icebox Water demonstrates its commitment to social responsibility and sustainability. 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.iceboxwater.com. Find Icebox Water on Facebook and follow on Twitter and Instagram @IceboxWater for general updates and promotional opportunities. For media opportunities or brand ambassador inquiries, please contact Lauren Haines of Christie Communications at (805) 969-3744 or lhaines@christiecomm.com.

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⁴ <http://thewaterproject.org/bottled-water-on-campus>