



## NEWS RELEASE

*For Immediate Release*

### Contact:

Lauren Haines  
Christie Communications  
805-969-3744  
[lhaines@christiecomm.com](mailto:lhaines@christiecomm.com)

Andrew Reynolds  
Icebox™  
1-800-376-4006  
[areynolds@icebox-water.com](mailto:areynolds@icebox-water.com)

## Clear Reasons to “Refresh Naturally” with Icebox Water

*Environmentally-Friendly, pure Canadian Spring Water offers Responsible Hydration*

**Cold Spring Harbor, NY (April, 2015)** – As individuals lose up to 3 liters of water each day,<sup>1</sup> one of the most critical habits to embrace this summer is to stay hydrated. Drinking more water in the summer months helps regulate body temperature, maintain blood volume, and allow metabolic processes to take place.<sup>2</sup> Don't settle for single use plastic water bottles, which produce massive amounts of plastic waste and introduce the body to potentially harmful chemicals when exposed to heat.<sup>3</sup> Dive into responsible hydration this summer with delicious **Icebox Water** (is als Here are five clear reasons to “Refresh Naturally” this summer and drink from responsible and refreshing, Icebox Water.

**Contemporary Pressed-Paper and Cardboard Carton:** While drinking water fulfills physical health needs, plastic water bottles do not provide an entirely healthy experience. Increased awareness of plastic pollution validates the need for an alternative to plastic water containers. Icebox Water and its 100% recyclable, pressed-paper cartons offer crisp spring water and a reduced impact on the environment.

**BPA-Free:** Bisphenol A (BPA), is a chemical widely used to make plastic products, which may be hazardous to human health.<sup>4</sup> Icebox Water is 100% BPA free, providing people with clean, pure drinking water without any risk to their health.

**Crisp Cool Refreshment-** Icebox Water's innovative pressed paper packaging is also designed to insulate the premium Canadian spring water inside. Icebox cartons stay cooler longer and insulate better than plastic bottles.

**Sizes for Everyone-** Icebox Water's refreshing water is available in 500mL and new, kid-friendly 250mL cartons, providing crisp drinking water suitable for all ages. The slim sized cartons fit



<sup>1</sup> <http://heyttucker.com/healthy-icy-poles/>

<sup>2</sup> <http://heyttucker.com/healthy-icy-poles/>

<sup>3</sup> <http://www.mindbodygreen.com/0-11193/7-reasons-to-never-drink-bottled-water-again.html>

<sup>4</sup> <http://www.medicalnewstoday.com/articles/221205.php>



comfortably into backpacks, purses, lunchboxes, and cup holders, providing all the convenience of single use drinking water in a responsible, recyclable carton.

**1% For the Planet-** Demonstrating a lasting commitment to sustainability, Icebox Water is a committed 1% For The Planet member, supporting social and environmental sustainability projects. 1% For The Planet is comprised of more than 1,200 key influencing companies all over the world, including Kleen Kanteen and Patagonia, who donate 1% of their sales directly to more than 3,000 non-profit organizations worldwide.

“Having spent over 10 years researching the effects of plastics in our oceans, with the majority coming from discarded plastic water bottles, I’m impressed by the quality of Icebox Water’s innovative packaging and premium Canadian water,” states Dr. Andrea Neal, CEO of Blue Ocean Sciences. “This company is making a difference and truly offers a solution to this problem.”

With its earth-friendly packaging and crisp spring water, Icebox Water stands apart as a company passionate about its environmental impact and the betterment of human and planetary health. In the warm summer months, “Refresh Naturally”, and responsibly, with crisp, clean 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 ([www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)) 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](http://www.iceboxwater.com). For media opportunities or brand ambassador inquiries, please contact Lauren Haines of Christie Communications at (805) 969-3744 or [lhaines@christiecomm.com](mailto:lhaines@christiecomm.com).

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