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H2O—Drink Responsibly

Chandler, Arizona (August 17, 2011)—Living a healthy lifestyle starts with hydration, but where the water comes from is the billion dollar question in the US, literally. Twenty years ago, tap water was the only logical answer. But today, there are many other options on the market—most of which generate an alarming environmental impact. Navigating through the options can be confusing. So, to help ease the burden a new **Water U** education center is opening in Chandler this October. **Water U** will offer water education, demonstrations, seminars and tips for greener living.

Water is a necessity for survival and with the increasing desire for convenience and accessibility, bottled water has become one of the most favorable sources for busy consumers willing to turn a blind eye to the waste and cost factor. That demand has made the bottled water industry grow exponentially over the last decade. The amount of bottled water consumed in the US more than doubled from 1997-2007 ranging from 13.4-29.3 gallons per personⁱ. Today, Americans spend more than \$11 billion a year on bottled water with over 31 billion bottles sold each year. As bottled water production continues to grow so does an increasing concern for the environmental impact of production and waste. Considering only about 10% of plastic water bottles are recycled in the US and the other 90% ending up in landfillsⁱⁱ, waste is a valid area for concern.

Regardless of the consequences, millions of people trust that bottled water is safer to consume than regular tap water. Often, that is not the case. More than 44% of all purified bottled water in the US market today comes directly from municipal ground water sources.ⁱⁱⁱ Additionally, the policies used to regulate bottled water production by the Food and Drug Administration lack many of the same restrictions and close monitoring that the Environmental Protection Agency uses to monitor municipal ground water.

So, the debate continues across the US with advocates on both sides of the bottled water issue. Fortunately, this argument becomes a null point when taking into consideration that there is a safer, greener and more cost effective solution on the market. Water filtration systems are one alternative but there's an even better option on the market—water ionization systems. A fairly new product in the US, water ionization technology has been around for more than 60 years offering the ability to control alkaline Ph levels and acidic levels in tap water. This technology eliminates the environmental impact of bottled water while ensuring water quality. Water ionization systems are an eco-friendly solution to the clean water debate by eliminating plastic waste and harsh chemical pollution.

Education is the key to understanding the impact of water sourcing as well as how water quality affects families, communities and the ecosystem. In an effort to provide additional resources to Arizona families, an educational center known as **Water U** is scheduled to open in Chandler this October. **Water U** was created to serve as a community hub for water education in the east valley offering water demonstrations, seminars and tips for greener living. **Water U** will be located at 2390 North Alma School Road #114, Chandler, AZ 85224. For more information about **Water U** visit www.water-u.com or call 480-359-6H2O (6426).

ⁱ U.S. Government Accountability Office. (2009, June). *Bottled Water: FDA Safety and Consumer Protections are Often Less Stringent than Comparable EPA Protections for Tap Water*. Retrieved August 2011 from <http://www.gao.gov/new.items/d09610.pdf>

ⁱⁱ New York State Department of Environmental Conservation, *Too Many Bottles—It's A Waste*. Retrieved August, 2011 from http://www.dec.ny.gov/docs/materials_minerals_pdf/waterbottles.pdf

ⁱⁱⁱ Vestel, L. (2009, July 17). Bottled Water Makers in the Hot Seat. Retrieved August 2011 from <http://green.blogs.nytimes.com/2009/07/17/bottled-water-makers-in-the-hot-seat>