



Advocating Change Through Water



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70% of the planet is covered in water



Only **3%** is freshwater

Nature converts saltwater to freshwater...



...When it rains

...or when it **snows**

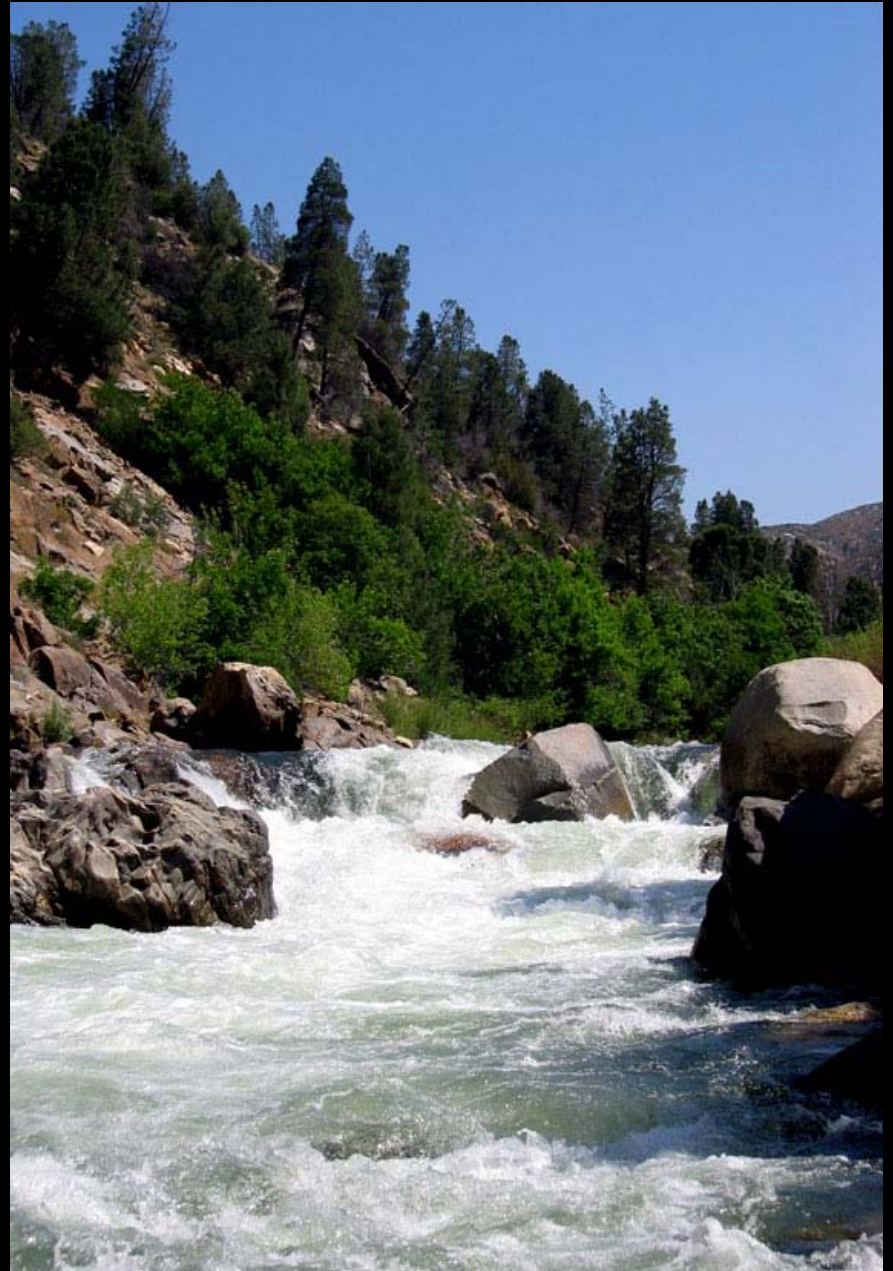
Most freshwater is...

ICE



The rest
is contained in

Rivers &
Lakes





This only leaves

.007%

available as
drinking water



The human body
relies on

water

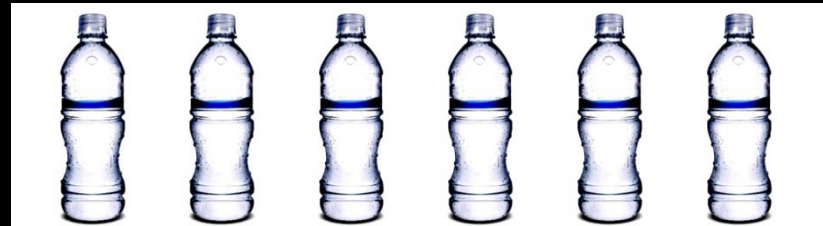
to keep it running...



...and people are
always running...



...which makes the
bottle **convenient.**



Bottles waste money & resources

on:

Manufacturing

Recycling

Transportation

Landfill Space



Last year

9 billion gallons

of bottled water
were consumed
in the **United States**



That's about

13 billion dollars

Consumption has
doubled
since 2000



It is time for

change

Are people ready?

Is Business?

Let's find out