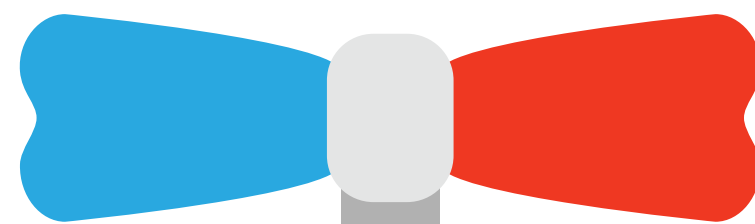


5 REASONS TO CHOOSE TAP OVER BOTTLED WATER

WHAT ABOUT TASTE?

In double blind taste tests, consumers have chosen tap over bottled water, and often cannot even tell the difference between the two waters.



Only 1 in 7 plastic water bottles is recycled.



CONCORD, MA: In January of 2013, Concord became the first city in the country to ban plastic water bottles.

SAN FRANCISCO, CA: In March of 2014, San Francisco banned the sale of plastic water bottles on city property.

COLLEGES AND UNIVERSITIES: The University of Vermont in Burlington was the first college campus to ban plastic water bottles on campus. Since then, 22 additional universities have followed suit.



ENVIRONMENT

Over 35 billion water bottles are dumped in U.S. landfills annually, and each of these water bottles will take over 700 years to decompose.

36 ounces of water is needed to produce one 12-ounce plastic bottle.

Bottling water produces 2.5 million tons of carbon dioxide every year.

17 million barrels of oil are used in the production of a year's worth of plastic water bottles – that's enough to fuel one million cars for a full year.



COST SAVINGS

For the price of one bottle of "designer" water, you can fill up the same size bottle from the tap once a day, every day — for 13 years! And a gallon of that bottled water costs four times as much as gasoline.

Americans spend over \$11 billion per year on bottled water.

To drink the recommended eight 8-ounce glasses of tap water per day costs about 50¢ annually. The same amount of bottled water costs \$1,400.



PURITY

Tap water is highly regulated. It is regularly checked for traces of E. coli and fecal coliform bacteria. The FDA doesn't hold the same rules for bottled water.

Tap water must be tested for coliform bacteria 100 or more times a month. Bottled water companies are only required to test once a week.

Bottled water doesn't have to list the source, purification methods, or chemical pollutants on the bottle, so there's no telling what you may be drinking.



STEWARDSHIP

The United States requires \$3-\$5 trillion over the next 20 years to improve its aging water and sewer infrastructure — some of which is well over 100 years old!

Drinking tap water keeps your water dollars local so that your community can fund necessary water improvement projects as well as other important water quality initiatives.



COMMON SENSE

Almost 50% of bottled water is just reprocessed tap water. At 2,000 times the cost of tap with low overhead, bottled water is an extremely lucrative business. Aggressive marketing campaigns have instilled the false belief that bottled water is healthier than tap.

In fact, bottled water has been recalled over 100 times, with no public notice, for benzene, mold, sodium hydroxide, kerosene, styrene, algae, yeast, tetrahydrofuran, sand, fecal coliform and other bacteria, elevated chlorine, glass particles, sanitizer, and...crickets.