

Fan Letter Creates Lasting Impact

It's not every day that BlueTriton Brands in Stamford, Conn., gets a fan letter from a fifth grader extolling the virtues of the company's Poland Spring® bottled water. But that's exactly what they received in January from Drew Granat, a student at Hoboken Catholic Academy in Hoboken.

"I just want to let you know that your water is the most refreshing thing in the world," he wrote. "I tell all my friends and family about your company. I prefer your water company because your water comes from springs."

Drew's enthusiastic letter led to BlueTriton's offer to make a presentation about water to his class of fifteen. Teacher Lori Seredvick eagerly accepted and in April, Brendan O'Rourke, the company's vice president of natural resources, spoke to this next generation of water stewards. His interactive presentation included questions that tested the young audience members' knowledge of the water cycle, types of water, why water is important and what kids can do to protect water, to name a few.

"They asked about everything," O'Rourke said. "We even got into how we have regional spring waters, and they have different taste profiles."

"The students were curious about where water came from and how many different products the company sold," teacher Seredvick said. "They were able to make connections to the importance of the water cycle to the water that we drink." Most significantly, she said that "after hearing how little water is fresh, the students realized that conserving water is very important." This presented the perfect opportunity to then talk about what they can do to conserve water at home.

By all accounts, the presentation was a hit! According to O'Rourke, "As a result, the students have a better understanding of water, the water cycle, the importance of water, how not to pollute (and that) recycling is a key to a sustainable future."

As for student Drew, the budding water conservationist is now an even bigger fan of BlueTriton's other water brands, including Poland Spring®. "I learned a lot about water and how things can make fresh water dirty," he said. "I also learned how to care for Earth's water."

About BlueTriton Brands

BlueTriton Brands offers an extensive portfolio of highly recognizable, responsibly sourced, and sustainably packaged national spring water and national purified water brands including Poland Spring® Brand 100% Natural Spring Water, Deer Park® Brand 100% Natural Spring Water, Origin® Natural Spring Water, Saratoga® Spring Water, Ozarka® Brand 100% Natural Spring Water, Ice Mountain® Brand 100% Natural Spring Water, Zephyrhills® Brand 100% Natural Spring Water, Arrowhead® Brand 100% Mountain Spring Water, AC+ION™ Alkaline Water, Pure Life® 100% Purified Water, Splash Blast™ Flavored Water Beverage, Splash Fizz™ Flavored Sparkling Beverage and Splash Fizz™ Flavored Beverage. The Company also owns and operates ReadyRefresh®, a customizable water and beverage delivery service that has been certified as a CarbonNeutral® business.