



FOR IMMEDIATE RELEASE

CONTACT: Dawn Ryden

512.294.6218

Dawn@3DMKG.com

ZeroWater Announces “Filters For Flint” Program in Conjunction with United Way of Genesee County Donation Matching Program Assists in the Ongoing Effort to Provide Clean Water to residents of Flint, MI

January 2016 – Bensalem, PA – ZeroWater is continuing efforts to provide clean water relief to the community of Flint, Michigan with the announcement of “Filters for Flint”, a one for one matching program in conjunction with United Way. Both ZeroWater and United Way understand that this is an ongoing problem and the demand for continuous disbursement of certified filters for lead reduction is crucial during this time.

“We believe we can help with the ongoing effort by providing more of our filters to the Flint community as quickly as possible”, stated Doug Kellam, CEO of ZeroWater. “We are encouraging any and all to donate, the more we can give the better. In particular, I hope our loyal customers will donate, as they understand the value of the NSF certification for lead reduction in an easy to use filter pitcher”

ZeroWater will match all product contributions (One for One) ordered on behalf of Flint, and are encouraging donations from individuals as well as organizations and corporations committed to helping a community in need. All products will be shipped by ZeroWater to United Way of Genesee County, who will in turn distribute them through officially established outlets to the community.

“This lead issue could go on for some time” says Jamie Gaskin of The United Way of Genesee County. “We are thankful for all the help that ZeroWater has and can provide. It truly makes a difference in working through this awful crisis”.

Being the only pour-through filtration pitcher that is certified by NSF for lead reduction, the company is committed to the immediate and ongoing support of the Flint community. Since the Flint lead concern became public, ZeroWater has been helping to distribute filters into the community, particularly the children who are most susceptible to high lead levels, through the United Way and key retailers.

Please stay connected with our website and social media outlets for announcements.

www.zerowater.com

@zerowaterfilters

Facebook.com/ZeroWater

For more information or to setup an interview with ZeroWater executives, please contact Dawn Ryden at 512-294-6218 or Dawn@3DMKG.com.

About ZeroWater®

ZeroWater delivers high performance water filtration to consumers through its patented 5-stage ion exchange filter, which removes virtually all total dissolved solids (TDS). By removing virtually all TDS, ZeroWater is the only gravity-fed filtration system to match the TDS levels found in Purified Bottled Water. ZeroWater is one of the only pour through filtration systems on the market that is NSF certified to meet standards for lead removal as well as other heavy metals. In addition, Good Housekeeping



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Research Institute findings reveal that ZeroWater filters remove more pharmaceuticals and chemicals than Brita and PUR.

ZeroWater is the only water filtration system to receive NSF endorsement for its reduction capabilities in chromium-3, chromium-6 and lead.

ZeroWater's products range from a 6 Cup to a 23 Cup pitcher and dispensers, all employed with the patented 5-stage filtration technology that removes 99.6% of TDS (Total Dissolved Solids) offering superior filtered water.