



FOR IMMEDIATE RELEASE

CONTACT: Dawn Ryden

512.294.6218

Dawn@3DMKG.com

ZeroWater's "Filters for Flint" Program Doubles Donations with Participation of Target Stores
10,000 Additional Certified Lead Reduction Pitcher Filters to be donated to Flint



STAND WITH FLINT, MI TODAY.

We'll match every donation to the families in Flint, MI with our "Filters For Flint" program. Visit our website for details.

#ZWFiltersForFlint #FlintWaterCrisis



February 9, 2016 – Bensalem, PA - On the coat tails of an already successful donation program for the residents of Flint, Michigan, Target has announced a donation of 5,000 ZeroWater filters, a figure that ZeroWater will match through its "[Filters for Flint](#)" program, bringing the total to 10,000 units being donated to the [United Way of Genesee County](#). Target's generous donation more than doubles the total donations to date through Filters for Flint.

"We're so grateful to Target and ZeroWater for the donation," says Jamie Gaskin, CEO, United Way Worldwide of Genesee County. "The water filters will help so many families stay in their homes, keep going to school and live normal lives while the city works to fix the water problem."

ZeroWater's initiative, **Filters for Flint**, has already reached over \$50,000 in donations and continues to gain momentum, helping many families in need in the community. The Filters for Flint program is only part of ZeroWater's on-going efforts to supply as many of their filter systems to the people of Flint as possible. *"As the only simple, pour-through filtration device that is certified to reduce lead, we feel an obligation to aid with this short term solution to the people of Flint," says Doug Kellam, CEO of ZeroWater. "Target's contribution will make a huge difference, and we will continue to encourage all of our partners and customers to help us help Flint"*

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

#ZWFiltersforFlint

@zerowaterfilter

Facebook.com/ZeroWater

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. 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 is the only simple pour-through pitcher filtration system certified by the NSF, or any certification agency, to reduce lead as well as other heavy metals from drinking water. ZeroWater has a high performance patented 5-stage ion exchange filter, which is not only certified to reduce lead, but also removes virtually all total dissolved solids. It is the only gravity-fed filtration system to match TDS levels found in purified bottled water. Because of this, ZeroWater has been working to improve availability of its filtration systems to the community of Flint, Michigan since October of 2015, previously distributing over 5,000 devices to the United Way that provided clean drinking water to elementary schools in Flint. In addition, ZeroWater is also working directly with FEMA to supply tens of thousands of additional devices and replacement filters to the community.