



For Immediate Release
July 24, 2008

Contact: Mary Peters, mary@newdream.org
301-891-3683

New American Dream Urges Americans to Break the Bottled Water Habit

Takoma Park, MD—If you stumbled on a consumer product that wasn't discernibly different than the competition, cost nearly three thousand times more, and was way more harmful to the environment, would you buy it? Every day, millions of Americans do. It's called bottled water.

If you drank eight 8-ounce servings of bottled water a day, you could spend \$1,400 a year. The same amount from the tap would run about 49 cents—even though tap is subject to stricter safety standards, matches bottled water in blind taste tests, and at least 40 percent of bottled water actually IS tap water, packaged in plastic and sold as dubiously purer and decidedly pricier.



Bottled water isn't good for the environment, either. "The lifecycle energy cost of a bottle of water is equivalent to filling up a quarter of each bottle with oil. Why produce nearly a million tons of plastic to cart billions of gallons of water all over the country when clean, virtually free water flows right into our homes?" says Center for a New American Dream Executive Director, Lisa Wise.

New American Dream is urging Americans to "Break the Bottled Water Habit" with a new campaign and pledge contest to promote reusable bottles, water filters, and other sensible alternatives to bottled water. Starting August 7th, you can visit the New Dream site and not only pledge to break your own bottled water habits, but win prizes for getting others to join you. Individuals who persuade others to join them in giving up bottled water are eligible to win:

- A \$5,000 value Grand Prize from Live Learn Experience, which includes a computer bike and a trip for two to Glacier National Park with an "insiders" tour of the park by global warming experts;
- Two 2nd prize packages from Wellness Enterprises that include an in-home water filtration system as well as two Wellness refillable filter bottles; and
- Five 3rd prizes consisting of a Wellness refillable filter bottle.

So "Break the Bottled Water Habit" with New Dream. You'll save money, help the planet, and maybe even win a trip to see real glaciers... not just the ones pictured on plastic bottles. Visit water.newdream.org for more information.

About the Center for a New American Dream

The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed. Visit us at www.newdream.org.

###