



For Immediate Release
August 14, 2008

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

CENTER FOR A NEW AMERICAN DREAM PARTNERS WITH WELLNESS ENTERPRISES TO END BOTTLED WATER

The Center for the New American Dream and Wellness Enterprises “Break the Bottled Water Habit” campaign advocates end of environmentally-harmful bottled water cycle and creates more eco-responsible consumer patterns.

Takoma Park, MD. – The Center for the New American Dream, a nationally recognized non-profit that works to conserve natural resources and promote positive changes in consumer products is pleased to announce its partnership with Wellness Enterprises, LLC, a wellness company that produces top-of-the-line water purification and enhancement systems for safer, healthier and optimized water, in the “Break the Bottled Water Habit” campaign.

Wellness Enterprises and New American Dream’s joint campaign to end the excessive consumption of plastic bottled water will educate consumers and corporations about the waste and expense of bottled water, and will provide the information and tools needed to make personal, localized change and more global, far-reaching modifications to the way we think about, and drink, water.

The “Break the Bottled Water Habit” campaign promotes reusable bottles, such as Wellness Enterprises’ new Wellness H2.O water bottle. Wellness H2.O enables consumers to produce their own filtered and optimized water from any tap, reducing personal cost and environmental tolls. Each \$49.95 bottle saves consumers up to \$1,000 annually spent on commercially-produced bottled water, and helps reduce the environmental burden of disposable plastic water bottles to U.S. landfills each year, which last year totaled more than 26 billion bottles. The campaign also promotes water filters and other alternatives to bottled water.

“Supporting New American Dream’s ‘Break the Bottled Water Habit’ campaign with our new Wellness H2.O water bottle gives consumers and institutions an opportunity to make a difference environmentally, brings critical support and attention to environmental preservation, and as a economic bonus, saves money that would have been wasted on throw-away water bottles,” said president and CEO of Wellness Enterprises, LLC, David Fowler.

New American Dream’s campaign to “Break the Bottled Water Habit” works to significantly reduce and eliminate the purchase of bottled water by individuals and institutions. More than 4,500 corporations and state organizations look to New American Dream for guidance to make their businesses more responsible and environmentally-conscious. New American Dream offers constructive and realistic solutions, like swapping bottled water for the Wellness H2.O water bottle.

Beginning this month, you can visit the New Dream site and not only pledge to break personal bottled water habits, but visitors can also win prizes for getting others to join you. Individuals who bring additional support to the campaign are eligible to win a variety of prizes, including a trip for two to Glacier National Park with an “insiders” tour of the park by global warming experts, an in-home water filtration system and Wellness H2.O water bottles.

“It is imperative that every person in the United States be more aware of their purchasing decisions and their personal impact on the environment,” said Lisa Wise, Executive Director of The Center for a New American Dream. “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 taps? Using the Wellness H2.O water bottle gives consumers direct access to purified water that is actually better for them than tap or bottled water.”

For more information or to get involved, please visit water.newdream.org and www.EndBottledWater.com.

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. New American Dream works 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. For more information, please visit www.newdream.org.

About Wellness Enterprises, LLC

Evoking the therapeutic effects of the world's best springs, Wellness Enterprises utilizes specialized minerals and water-enhancement properties to effectively reduce harmful contaminants in water up to 99% while introducing antioxidants and hydrating nutrients. Wellness Enterprises was created by Haru Naito, former coach of the Japanese Olympic swim team and consultant to the world's most famous athletes. Wellness Enterprises utilizes state-of-the-art filtering technology, a patented magnetic treatment and rare Japanese volcanic minerals to deliver the best water on earth. For more information, please visit www.WellnessFilter.com, www.WellnessShower.com or www.endbottledwater.com.

#