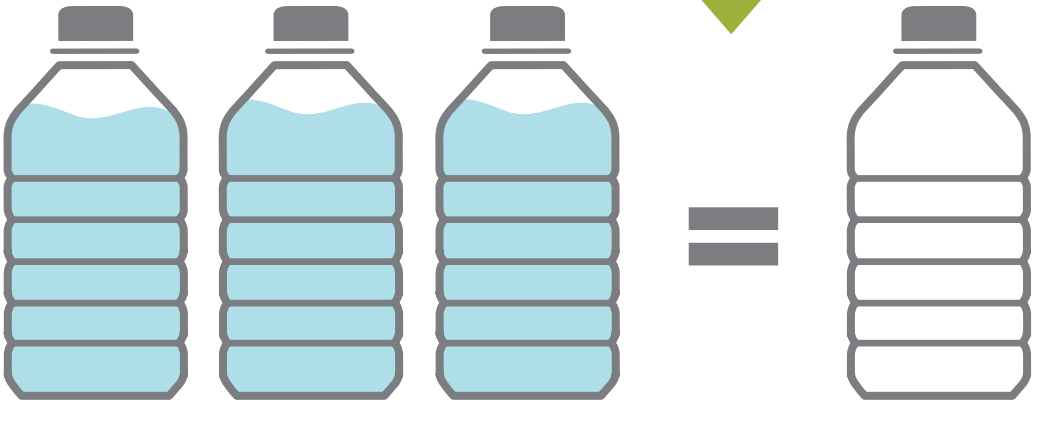


# Tap It 10 REASONS TO DRINK TAP WATER

1



36 OUNCES OF WATER IS NEEDED TO PRODUCE ONE 12 OUNCE PLASTIC WATER BOTTLE

2

50% OF BOTTLED WATER IS REPACKAGED TAP WATER

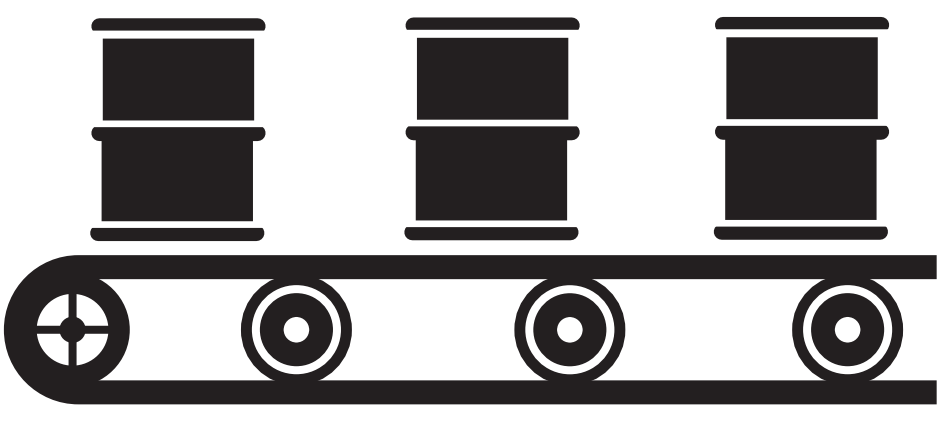
3

BOTTLING WATER PRODUCES 2.5 MILLION TONS OF CARBON DIOXIDE YEARLY

4

1 BILLION DOLLARS WORTH OF PLASTIC IS DUMPED IN U.S. LANDFILLS EVERY YEAR

5 17 MILLION BARRELS OF OIL ARE CONSUMED IN YEARLY PRODUCTION OF WATER BOTTLES



ENOUGH TO RUN 1 MILLION CARS FOR A YEAR

6

7

AMERICANS SPEND OVER 11 BILLION DOLLARS A YEAR ON BOTTLED WATER



1,500 WATER BOTTLES ARE CONSUMED IN THE UNITED STATES EVERY SECOND

8

9



1 BILLION WATER BOTTLES ARE SHIPPED ACROSS THE U.S. WEEKLY

10

TAP WATER IS CHEAP • SAFE • ECO-FRIENDLY

Sources: 1. Fishman, Charles. "Message in a Bottle." Fast Company 117 (2007): 110-121 2. "Bottling Our Cities' Tap Water: Share of Bottled Water from Municipal Supplies Up 50 Percent." Food & Water Watch. Aug. 2010 www.foodandwaterwatch.org. 3. Scholtus, Petz. "The US Consumes 1500 Plastic Water Bottles Every Second, a Fact by Watershed." http://www.treehugger.com 4. Bousted. "Eco-profiles of the European Plastics Industry: Polyethylene Terephthalate (PET)." 2005.