

ECO-THREATENING

- Plastic bottle production releases dangerous toxic chemicals and contaminants into the atmosphere which are dangerous to the environment and people's health. They again release dangerous chemicals and contaminants when they are burned or buried that can contaminate groundwater.
- They are the fastest-growing form of municipal solid waste in Canada & the U.S.
- Bottled water requires an unnecessary amount of carbon dioxide being released into the environment to transport it from the plant to the store. This is particularly disturbing when considering luxury bottled water that can fly thousands of miles to reach consumers, such as bottled water from Fiji being sold in North America. Comparatively, tap infrastructure is much more energy efficient.

For more information on student campaigns challenging bottled water, go to: www.insidethebottle.org
To join your campus' campaign, contact:

MANIPULATING CONSUMERS

- The industry is surgical in its targeting of the young, affluent, athletic, and hip.
- The industry capitalizes on North America's fear and fashion factors to convince consumers to purchase its' products.
- Nearly one-fifth of the population in Canada & the US only drink bottled water.

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WATER PRIVATIZING

- The industry's marketing undermines citizen's confidence in public water and paves the way for water companies to take over under-funded local utilities.
- Consumers' willingness to pay premium prices for bottled water enables water service corporations to charge a top dollar price for privatized water services.

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