



STUDENT AWARENESS TO ACTION KIT: EIGHT ACTION PLANS FOR CHALLENGING THE BOTTLED WATER INDUSTRY AND BEVERAGE EXCLUSIVITY CONTRACTS

SIX: STICKERS & 'INSIDE THE BOTTLE' INSERTS

THE STICKERS DESIGNED BY POLARIS CAN BE USED FOR A NUMBER OF ACTIONS (I.E. BE CREATIVE HERE). TO RECEIVE SOME STICKERS, PLEASE CONTACT: ANDI@POLARISINSTITUTE.ORG

SAMPLE STICKER GRAPHICS



BOTTLE INSERTS

Find below a suggestion for frosh, or other events when hard plastic bottles are being given out to students. This idea originated with Carleton University Student's Association, frosh 2006.

Simply cut out the paper inserts below and put them into the bottles being given away. Each slip describes a bottled water myth as well as a space to provide an email address students can contact if interested in joining the campaign

PRICE GOUGING

- Bottled water is between 240 and 10,000 times more expensive than tap water.
- Coca-Cola and Pepsi draw their water directly from municipal systems, paying cheap rates, but charging consumers hundreds of times their cost.
- Nestlé pays little to nothing for water from groundwater streams and aquifers.

For more information on student campaigns challenging bottled water, go to: www.insidethebottle.org

To join your campus' campaign, contact:

SEE FOLLOWING PAGES FOR MORE BOTTLE INSERTS...