

Lauren Pires
Richard Rotman
MDST 3170
Apr. 14th, 2010

Liquid Life Ltd.
8600 Commerce Court
Victoria, British Columbia
V01 1K0
250-835-0074

Attention: Local News Editor

Students to be made (water) heroes
Liquid Life Ltd. program entering Victoria schools

VICTORIA, APRIL 14 – Water Heroes, a three-year pilot program sponsored by Liquid Life Ltd, is set to launch in elementary schools throughout Greater Victoria in September 2010. The project is meant to build awareness and education on the importance of water conservation, teach water conservation techniques, and provide tips to ensure drinking water is healthy.

The program is expected to reach over 2,500 elementary school students each year, and will primarily target 10-12 year olds. Schools will be including it as part of their teaching deliverables for science courses. Partnership negotiations for the program, which included the Greater Victoria school board, Sooke School Board, Saanich School Board, Canadian Springs, and the federal ministry of Environment Canada, took over eight months to finalize.

“Ever since the E-coli episode in Walkerton, Ontario, water education has become increasingly important,” says Liquid Life’s president Michael Audain. “Every opportunity to increase safe water awareness is beneficial, and we hope Water Heroes will remain in schools for a long while.”

Liquid Life provided seed money of \$55,000 for the project, and all three government levels will share the remaining expenses equally. Donated goods and services will cover most program fees, while Canadian Springs provides all water needs. Total costs are expected to be approximately \$100,000 each year.

-30-

Liquid Life Ltd. is a five-year-old, Vancouver-based company, specializing in manufacturing and distributing water purification systems. Using reverse osmosis technology, its mission is to provide safe water purification systems for Canadians that promote healthy alternatives to traditional water sources. Priding itself on the active role it plays in its communities, Liquid Life is involved in educating the public through various collaborative projects.

Victoria Times-Colonist

Attention: Jeff Bell, Cityside News

Water, water, everywhere, but not a drop to (safely) drink. Not until Liquid Life, that is.

Specializing in manufacturing and distributing water purification systems, Liquid Life is a major sponsor of Water Heroes, an elementary school program making an appearance in Greater Victoria during the 2010-2011 school year.

On Wednesday, April 14th at 10:30 AM, we invite you to learn more about the Water Heroes program at our press conference, held at the head office of Liquid Life. Discussing the project will be company president Michael Audain, and head of the Greater Victoria School Board,

Avram Yossarian. It is requested that individuals RSVP if their attendance is possible.

Refreshments will be provided. I will contact you on Thursday with additional details.

Kind regards,

Lauren Pires

Communications Officer

Community Relations and Public Relations Department

April 14th, 2010

Dear Greater Victoria parents,

Drinking, cooking, bathing...water is an indispensable necessity in all of our lives. As something we utilize every day, perhaps even taking it for granted at times, it is especially important that the water we use is safe and clean; free from harmful impurities.

This is where Liquid Life's "Water Heroes" program comes into play. Arriving in Greater Victoria elementary schools in the 2010-2011 school year, Water Heroes is a three-year pilot program meant to build awareness and education on the importance of water conservation and teach water conservation techniques. To be integrated into your child's science curriculum, the project aims to instruct them how to ensure their drinking water is healthy, especially on camping and hiking trips.

All water needs will be provided for by Canadian Springs, and Liquid Life is providing seed money of \$55,000. The school board's contribution is providing access to the students and managing the course curriculum during the three-year term, and the all three levels of

government will equally share remaining costs. Total expenses for the program are expected to be approximately \$100,000 each year.

We welcome you to encourage safe water practices in your home, as more information on the Water Heroes program and Liquid Life can be found at www.liquidlife.ca.

Thank you for your participation,

Lauren Pires

Communications Officer

Community Relations and Public Relations Department