



## NEWS RELEASE

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### **Purity, Privatization of Bottled Water Exposed in Film at Upcoming Environmental Film Festival**

*Documentary Tapped features a growing movement against corporate ownership of local waters*

Boston (March 2, 2010) – Jennifer Aniston’s got it all wrong: there’s nothing smart about smartwater. The new award-winning documentary *Tapped*, highlight of the upcoming Wild & Scenic Environmental Film Festival (WSEFF) hosted by local organization “e” inc., on Saturday, March 20, 2010 at the Benjamin Franklin Institute of Technology, exposes the disturbing development and perpetuation of America’s addiction to bottled water. Through behind-the-scenes footage and interviews with environmentalists, corporate lawyers, and the sole regulator at the FDA, *Tapped* reveals bottled water to be a fabricated demand, environmentally destructive, socially irresponsible and generally unregulated.

“*Tapped* hits hard with the facts and is truly eye-opening,” said Dr. Ricky Stern, executive director and founder of “e” inc., the host organization for WSEFF. “It is impossible to look at a bottle of water the same way again.”

Some of the facts mentioned in the film include the following:

- Forty percent of bottled water is bottled **tap** water, such as Dasani and Aquafina.
- While municipal water supplies are required to be tested by the EPA, with results published daily, the bottled water industry is not required to do regular testing.
- Corporations pay to obtain regular access to local water sources perceived as public by the community. Witness Fryeberg, Maine, where Nestle/Poland Springs accesses water from the public water table—in effect, re-selling Fryeberg residents their own water.

(more)

**“e” inc.**

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- The PET plastic used in bottling water is a known hormone mimic. In addition, production of bottles uses 47 million gallons of fossil fuel every year, enough to run 100,000 cars.

The battle to reduce consumption of bottled water is gaining traction, thanks to the efforts of several organizations including the National Resources Defense Council, river-keeper groups across the nation and a Think Outside the Bottle campaign by Corporate Accountability International.

The film *Tapped*, along with the efforts of these organizations, have inspired many to engage this problem, including a 2009 student campaign at Brown University that lowered total usage by 40,000 bottles. Twenty-five other schools nationwide are now following suit (*Providence Journal*, December 22, 2009).

The movie *Tapped* is screening at different venues across the U.S. The upcoming Boston screening of *Tapped*, at the Wild and Scenic Environmental Film Festival, is part of an evening hosted by “e” inc. that includes eight other shorts and animations on activism, resource challenges and conserved biomes. The festival will also have a tasting supper and desserts donated by New England locavore establishments, action tables and a silent auction. Tickets are \$30.00 and available online at <http://www.e-action.us> or at the door.

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*“e” inc., Boston’s award-winning nonprofit environment science learning and action center, serves more than 800 young people at 10 Boston-area community sites each year with its educational programs and events. Founded in 2002, “e” inc.’s mission is to create dynamic environmental citizens committed to understanding and protecting the Earth. Through environment science workshops, afterschool sessions, outdoor field excursions, and expanded programming such as its new signature event, The Wild & Scenic Environmental Film Festival, “e” inc. works to inspire community-based activism and promote social change. For more information, visit <http://www.e-action.us>.*