



WISHING WELL  
International Foundation

*A non-profit organization bringing clean, safe drinking water to developing areas*

## For Immediate Release

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## WWIF Dedicates Hurricane Relief Effort to the Memory of Martin Coles

**Deerfield Beach, FL – October 2, 2017** – As representatives and sponsors of Wishing Well International Foundation (WWIF) traveled across southern Africa to deploy much-needed water filters, a different type of relief effort was underway back home in the United States. WWIF teamed up with its partners to provide critical relief for those affected by hurricanes in Texas and Florida.

In late August, the devastating floodwaters of Hurricane Harvey destroyed thousands of homes in southeast Texas and Louisiana. The people of that region faced critical days of displacement and a lack of supplies. WWIF partnered with Culligan of San Antonio to deliver six pallets of water to the Houston area for those who needed it.



In early September, WWIF and its Legend Sponsor, H2O International, went into action in south Florida to assist those affected by the devastation of Hurricane Irma. They transported 850 one-gallon bottles of water to the Florida Keys and distributed it to those in need. Additionally, they distributed water purification pitchers to those affected by the boil-water mandate. Branded by HaloPure and H2O International, the one-gallon pitchers use HaloPure technology to rid water of harmful bacteria and viruses.



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WWIF CEO & Founder Guillermo Guzman dedicated this relief effort to the memory of his friend Martin Coles who passed away on September 20th. Coles led a dynamic career that included executive positions at Starbucks, Reebok and Nike. After retiring, Coles went back into the workforce to become CEO of Halosource, Inc., the company behind the HaloPure technology, which is used in the water purification pitcher.

In addition to a stellar career, and of even greater importance to him personally, Coles was a dedicated family man who greatly loved his wife and four kids. He was also an enthusiastic supporter of Wishing Well's efforts. During his years as CEO of Halosource, the Bothell, Washington company sponsored several WWIF events, including the recent 10-1-10 Africa Expedition.

"Martin was a fantastic human being and he will be greatly missed by his family, peers and friends," said Guzman. "Once you met him, you could not help but to like him. He was a great storyteller and a charming individual. His passion for clean water will be carried on by the Foundation. His passing leaves a big void in people's hearts."



Martin Coles

To learn about the benefits of becoming a corporate sponsor, [click here](#).

To make a donation, [click here](#).

**\$10 provides clean, safe drinking water for 1 person for 10 years.**

**Together We Can Make a Difference!**

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