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For immediate release

**LIFESTRAW, WATER FILTRATION LEADER, PARTNERS WITH
THE CONSERVATION ALLIANCE**

***Portion of Sales for New Special Edition “Big Adventure, Small Footprint”
LifeStraw Go Bottles Benefit The Conservation Alliance Programs***

LAUSANNE (October 16, 2018) - [LifeStraw®](#), a global leader in developing innovative water filtration and purification products for safe drinking water, announced it is joining [The Conservation Alliance](#) and introducing a special edition LifeStraw Go bottle, “Big Adventure, Small Footprint”, with five percent of sales going to the group’s public lands programs. LifeStraw Go bottles filter harmful bacteria, microplastics, and parasites from freshwater sources and are priced at \$44.95 on www.lifestraw.com and at specialty retail.

“The Conservation Alliance is doing incredibly important work preserving those places where our consumers recreate,” said Alison Hill, managing director of LifeStraw. “With these new special edition bottles, we are inviting our customers to join our efforts, expanding these important initiatives. With more Americans going outdoors, we need to do all we can to protect these treasures.”

LifeStraw special edition Go bottles contain a powerful 2-stage filter that removes harmful contaminants from freshwater sources such as rivers, streams, and ponds as well as municipal water. The bottles use a hollow fiber membrane and replaceable carbon capsule that removes 99.999999% of bacteria, 99.999% of microplastics, 99.999% of parasites and reduces chlorine. Special edition LifeStraw Go bottles last up to 1,000 gallons, enough to replace 8,000 single-use plastic bottles.

Joining the “Big Adventure, Small Footprint” LifeStraw Go are two other special edition bottles supporting give back initiatives. “This Bottle Gives Back” supports LifeStraw’s program providing one child in need in a country such as Kenya with safe water for an entire school year through the LifeStraw [Safe Water Fund](#). “Use Locally, Impact Globally” highlights the notion that everyone is part of a global community and emphasizes the importance of reusable water bottles instead of single-use versions that are discarded into landfills and oceans, also supporting the Safe Water Fund.

“LifeStraw is known as much for giving back as for their world-class filters and purification products,” said John Sterling, executive director of The Conservation Alliance. “The ‘Big Adventure, Small Footprint’ bottle, will help to provide much-needed resources to protect public lands while helping keep single-use bottles out of our treasured public spaces.”

About The Conservation Alliance:

The Conservation Alliance is an organization of like-minded businesses whose collective contributions support grassroots environmental organizations and their efforts to protect wild places where outdoor enthusiasts recreate. Alliance funds have played a key role in protecting rivers, trails, wildlands and climbing areas. Membership in the Alliance is open to all companies who care about protecting our most threatened wild places for habitat and outdoor recreation. Since its inception in 1989, The Conservation Alliance has contributed more than \$20 million, awarded 580 grants, helped to protect more than 50 million acres of wildlands; protect 3,102 miles of rivers; stop or remove 30 dams; designate five marine reserves; and purchase 13 climbing areas. For complete information on The Conservation Alliance, see: www.conservationalliance.com.

About LifeStraw:

LifeStraw focuses on innovation of technology that converts microbiologically contaminated water into safe drinking water with products that are designed to fit the needs of the people that use them. The first LifeStraw was the LifeStraw Guinea Worm Filter introduced in 1996, which has been instrumental in the near-eradication of Guinea worm disease. In 2005, the personal LifeStraw filter was introduced for use in developing countries, and the technology has since been time-tested in some of the harshest environments and humanitarian emergencies since then. Today, LifeStraw is used in 64 countries and includes filters and purifiers for households, clinics, schools, and for outdoor recreation, travel and everyday personal use. LifeStraw is sold in North America in retail stores and online at www.lifestraw.com.



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