

**FOR IMMEDIATE RELEASE**

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## **BC Campuses Start Challenge: Which BC Campus will be the First to ban the bottle and get TAPPED?**

VICTORIA –Campus organizers from across BC are racing to see whose campus can go bottled water free first. The *BC Bottled Water Free Campus Challenge* is a challenge initiated by more than 10 BC campuses that are actively working to restrict bottled water while promoting accessible public water infrastructure on campus.

Over the last 12 months three Canadian campuses—The University of Winnipeg (Manitoba), Memorial University (Newfoundland & Labrador) and Brandon University (Manitoba)—all signed water declarations to end the sale and distribution of bottled water and promote public water on campus. To date no BC campus has banned bottled water.

Sarah Stoner, from [goBEYOND \(www.go-beyond.ca\)](http://www.go-beyond.ca) says, “This is a crucial initiative for BC Students to take on, letting our institutions and communities know that we do not agree with the social, health, economic and environmental implications of bottled water. The challenge motivates students and conveys the urgency of this initiative.”

The *BC Bottled Water Free Campus Challenge* commences on Canada’s first [Bottled Water Free Day](http://www.bottledwaterfreeday.ca) on March 11<sup>th</sup>, 2010 ([www.bottledwaterfreeday.ca](http://www.bottledwaterfreeday.ca)). Public awareness about the environmental, health, social and economic impacts of bottled water is increasing, and the momentum to move away from bottled water and get back to the tap is growing.

Elly Adeland, Water and Energy Campaigner of the Polaris Institute and organizer of Bottled Water Free Day says, “The bottled water industry is less regulated than municipal water systems, consumes more energy and releases more harmful toxins into the environment than tap water—yet the question remains which BC campus will be the first to ban the bottle and back the tap? ”

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**For more information, and to arrange interviews with campus organizers, please contact:**

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