

# SHARING YOUR GOOD NEWS

Investing in an aquaBUBBLER is more than just purchasing a drinking fountain – it is an investment in the health and wellbeing of your students, your school, and the environment.

Past customers have shared the good news about their aquaBUBBLER investment with:

- the Parents and Friends Committee
- colleagues at other schools
- students
- local community groups
- the local paper
- the school newsletter or website

To save you time, we have attached:

- a sample letter to let people know about your aquaBUBBLER investment
- a sample Press Release for you school newsletter, local paper, or website
- some interesting facts about water, plastic water bottles and hydration
- some information about the benefits of aquaBUBBLER drinking fountains
- our logo and image

We encourage you to use this information, and to contact us if there is anything else you need.

We also regularly update the 'school resources' page on our website, so please visit [www.aquabubbler.com.au](http://www.aquabubbler.com.au) where you can sign up to automatically receive new blog posts, news, reports and resources.

## **Keep in touch!**

We'd love see a copy of any communications material you produce. With your permission, we'll add this to our media pack in the future to help other customers spread the news.

Our contact details are:

Phone: 1300 213 774  
Fax: +61 3 9415 6672  
Post: PO Box 1737, Collingwood, VIC, 3066

The logo for aquaBUBBLER features a stylized, light grey leaf-like graphic above the brand name. The word 'aquaBUBBLER' is written in a bold, sans-serif font, with 'aqua' in lowercase and 'BUBBLER' in uppercase.

# SAMPLE LETTER

Dear xxxxx

We are thrilled to advise that we have invested in an aquaBUBBLER drinking fountain for the school grounds.

Following substantial research into which water facilities would best meet the requirement of our school community, we have selected an aquaBUBBLER drinking fountain based on cost, reputation, durability, appeal, convenience and environmental considerations.

Please find attached the Press Release regarding our investment, and some general information regarding:

- student health and hydration
- environmental benefits of our new drinking fountain
- more details about aquaBUBBLER drinking fountains
- general resources and information.

We are genuinely delighted with our new facilities, and look forward to a continued focus on student hydration, health and wellbeing.

Should you require any further information, please contact (name, phone, email) or aquaBUBBLER on 1300 213 774.

Sincerely

xxxxxx

The logo for aquaBUBBLER features a stylized, grey leaf-like graphic above the brand name. The graphic consists of several overlapping, teardrop-shaped leaves that fan out from a central point at the bottom. The brand name 'aquaBUBBLER' is written in a bold, sans-serif font, with 'aqua' in lowercase and 'BUBBLER' in uppercase.

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# SAMPLE PRESS RELEASE

HEADLINE OPTION 1: (SCHOOL NAME) IS TAKING CARE OF STUDENT HYDRATION

HEADLINE OPTION 2: aquaBUBBLER – GOOD FOR STUDENTS, GOOD FOR THE ENVIRONMENT

HEADLINE OPTION 3: NEW DRINKING FOUNTAIN TICKS ALL THE RIGHT BOXES

(School name) has recently taken action to upgrade student hydration facilities, and is looking after student health, water conservation, financial and environmental benefits at the same time.

Principal John Smith is delighted to have replaced the school’s ageing facilities: “The old water troughs really had passed their use-by date. With new information about the importance of student hydration becoming available, we have been keen for some time to install facilities to promote student water drinking.”

“The great thing about our new aquaBUBBLER drinking fountain is that it absolutely demonstrates to students everything we teach in our water curriculum. These fountains are designed to minimise water waste, are 100% recyclable and are Australian made—all values we actively promote.”

A key feature of the new drinking fountain is the built in water refill station. As well as a regular tap for on-the-spot hydration, aquaBUBBLERS are fitted with a second, lower tap which provides easy access for children and people with disabilities, and also serves as a drink bottle refill station. This means students can hydrate on the move without the waste and cost of disposable plastic bottles.

## **A focus on student health and performance**

International research shows that schools need to do more to improve student hydration. Adequate hydration is critical to student performance and behaviour: without enough water students are at risk of headaches, poor concentration, digestive problems, headaches, and lethargy.

This can affect student study and performance as well as their health and general wellbeing.

Increased fluid intake has been found to result in calmer, better behaved students who demonstrate better concentration, and a higher quality of work.

## **Caring for the environment**

With our environment under a great deal of pressure, saving water and reducing plastic bottles has become a priority.

aquaBUBBLER’s design team are established sustainability experts, and the drinking fountains are specifically designed to minimise water waste; any excess water resulting from fountain use is recycled back into land use.

Our new drinking fountain is 100% recyclable, and when the time comes, the aquaBUBBLER company takes full responsibility for disassembling and reusing every single component.

## **Contact**

For further information contact: (School name) (contact person) (contact phone number or email).

Or alternatively contact aquaBUBBLER on 1300 213 774.

The logo for aquaBUBBLER features a stylized leaf or water droplet shape in the background, with the word "aquaBUBBLER" written in a bold, lowercase, sans-serif font across the center.

# SOME INTERESTING FACTS ABOUT WATER

## HEALTH & HYDRATION

- Medical experts agree that during summer, people should drink at least 8 glasses of water per day - more if they have been exercising or outdoors.
- Water is the best source of hydration and is calorie free –it’s an absolute bargain compared to any other drink.
- If our brains don’t get enough water, our ability to concentrate can decrease by 13 percent and our short term memory can drop by 7 percent.
- People can lose between one and two litres of water an hour in sweat just when doing moderately hard exercise.
- Our bodies are 70 percent water, and staying hydrated is essential for good health and performance in all areas of life from the sporting arena, to the office or the classroom.
- Light-headedness, dizziness and headaches are early signs that we are not getting enough water.

## THE FINANCIAL COST OF USING PLASTIC BOTTLES

- Australians spend more than \$500 million a year on bottled water, putting great strain on the environment. It’s an expense we could easily avoid.
- The charge for 1 litre of bottled water is up to 1,490 times the cost of tap water.
- 1 litre of bottled water costs about \$3 (or more): for the same price you can refill a one litre bottle from the tap every day for over 2.5 years!

## THE ENVIRONMENTAL COST OF USING PLASTIC BOTTLES

- It can take up to 3 litres of water to produce 1 litre of bottled water.
- Australia recycles only 36% of PET plastic drink bottles (the main packaging used for bottled water). The rest are littered or landfilled.
- More than 145.7 million litres of oil was used in the production, transportation, refrigeration, and recycling/disposal of bottled water in Australia in 2009–10.
- Installing an aquaBUBBLER on a tertiary campus can prevent 79,660 bottles going into landfill and avoid using 16,800 litres of oil.

## OTHER RESOURCES ABOUT HYDRATION AND WATER

- aquaBUBBLER website resource page and blog: [www.aquaBUBBLER.com.au](http://www.aquaBUBBLER.com.au)
- Yarra Valley Water’s Choose Tap initiative: [www.yvw.com.au/Home/Inyourcommunity/ChooseTap/](http://www.yvw.com.au/Home/Inyourcommunity/ChooseTap/)

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# WHY CHOOSE aquaBUBBLER

aquaBUBBLERs are, without a doubt, the drinking fountain of the future. They are environmentally friendly water fountains designed to be attractive, low maintenance, water-efficient, hygienic, and vandal and graffiti resistant.

Manufactured in Australia and fully guaranteed, the colourful, modern design appeals to children and adults alike, and includes a water bottle refill station at a height that's convenient for everyone. It's durable, 100% recyclable, sustainable and good for the environment. Here's why:

## **Sustainable**

We've developed a lot as a society in recent decades. We're realising how essential it is to create a more sustainable environment (with fewer plastic water bottles!) and the importance of developing inclusive communities where everyone can access essential facilities, particularly those providing something as life-sustaining as clean drinking water. aquaBUBBLER was designed with these ideals in mind after Sustainability Consultant, Brendan Lynch, noticed that water fountains had remained virtually unchanged for decades – unlike our drinking habits.

## **Made locally and 100% recyclable**

aquaBUBBLERs are locally made, which means they have a minimal carbon footprint, and are great for local industry. They are 100% recycled so nothing ends up in landfill. The aquaBUBBLER team takes responsibility for dismantling and removing the fountain at the end of its life, ensuring that all parts are put to good use.

## **Environmentally friendly**

With several universities in the US, Canada and Australia recently banning bottled water, it's clear that a new solution is urgently required. aquaBUBBLER allows easy access to clean water and also provides a drink bottle refill facility to reduce the need for purchasing bottled water.

## **Accessible to everyone**

aquaBUBBLER drinking fountains have been designed for people with disabilities to access. The Disability Discrimination Act requires that all people with disabilities be given equal opportunity to participate in society's full range of economic, social, cultural and political activities. An inclusive environment is one that is free of discrimination, in its facilities and practices, and is flexible enough to accommodate the different needs and potential of all people.

In line with the Disability Discrimination Act's drinking fountain design recommendations aquaBUBBLERs have a water bottle and cup filler at a height of 700mm, a cup dispenser at a height of 700–1100mm, circulation space in front of the fixture allowing access from either side, and an easy-to-operate push button.

## **An inspired design**

The design was inspired by our observations and our desire to contribute to sustainable community practices. It is the result of two years of hard work and design development as well as extensive experience working with schools. We engaged principals and staff in extensive discussions, and spent time observing students using water facilities.

This research directly guided aquaBUBBLER's shape, design and functionality. We knew we were creating a drinking fountain that responded to user preferences, and customer feedback confirms this is indeed the case!

# LOGO AND IMAGE

Please use this logo and image in your material if you wish. For more images, please contact aquaBUBBLER on 1300 213 774.

