

**Press Release**

**For Immediate Distribution**

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***Cottonwood Water Announces New Community Rewards Program***

Parker, CO

Unbottled. Undeniably Better™ is the mantra. The new Cottonwood Community Rewards Program, initiated by the Cottonwood Water & Sanitation District, is introducing a new business-to-consumer rewards give-back program to water District residents beginning December 15, 2010. Designed to unite local merchants who serve and support Cottonwood's high quality tap water, area businesses like Key Bank, Joe's Crab Shack, Tonti's Italian Restaurant, MulhernMRE (to name a few) have become Cottonwood District Water Ambassadors. Each merchant is offering free rewards in support of local tap water and environmental efficiency. "We agree that it's up to everyone to be part of the solution to decrease plastic bottle pollution that's filling our oceans and landfills. And just as important, we're happy to participate as we've been serving Cottonwood tap water to our customers for years because we believe it's every drop as good as the more expensive bottled waters," said Chris Wedemeyer, owner of Tonti's Italian Restaurant.

In addition, the first 500 residents to sign up are eligible to receive a customized "Unbottled. Undeniably Better™" reusable aluminum water bottle. The goal of the community campaign is to encourage the use of local tap water through reusable containers by building consumer confidence and providing cost-savings as compared to the more expensive, less biodegradable disposable bottled waters.

Cottonwood District customers can sign up online through [www.CottonwoodWater.org](http://www.CottonwoodWater.org). Individual rewards will change seasonally and additional merchant postings are continuously updated online as more businesses join the program. The Rewards Card Program is sponsored by the Cottonwood businesses.

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