



FilterForGood and Surfrider Foundation Connect the Drops to Promote Clean Water

Surfrider Foundation names Brita and Nalgene's FilterForGood campaign exclusive national water partner

OAKLAND, Calif., October 9, 2009 - [The Surfrider Foundation](#)® and [FilterForGood](#)®, a partnership between [Brita](#)® and [Nalgene](#)®, are teaming up to promote the importance of clean water and show how small changes can make a big difference for people and the environment. Even our smallest creeks flow into our greatest rivers, lakes, bays, oceans and even into our homes. Given that all the earth's water is connected, it's up to individuals to make positive choices to preserve the quality and integrity of the global water supply.

FilterForGood and the Surfrider Foundation share the goal of inspiring individuals to make positive choices that ensure healthier water for us, our communities and the world. A grassroots organization founded 25 years ago by a small group of surfers, the Surfrider Foundation has made a difference in protecting America's oceans, waves and beaches through activism and organized clean-ups. The FilterForGood campaign, a movement started by Brita and Nalgene, raises awareness of the simple steps everyone can take to live healthier,¹ eco-friendly lives, such as staying hydrated by filling reusable bottles with Brita filtered water instead of purchasing bottled water.

As part of FilterForGood's exclusive national water partnership with the Surfrider Foundation, FilterForGood will donate \$100,000 to the Surfrider Foundation to fund ongoing efforts to maintain and enhance water quality throughout the entire span of the nation's watersheds. To show support for FilterForGood and the Surfrider Foundation's efforts, individuals can take the FilterForGood pledge at [FilterForGood.com](#) or purchase Brita filtration systems and FilterForGood Nalgene bottles. To date, more than 149,000 people² have taken the FilterForGood [pledge](#) to keep an estimated 160 million disposable water bottles³ from being used and potentially sent to landfills.

"The Surfrider Foundation is renowned for our commitment to keeping America's oceans, waves and beaches clean, but we also understand the importance in maintaining clean, healthy inland waterways because of their key role in the [hydrological cycle](#)," said Matt McClain, Surfrider Foundation's director of marketing communications. "By working with FilterForGood, we can make a greater impact nationwide so we'll all have cleaner water to drink, surf and enjoy."

The partnership is kicking off at the Surfrider Foundation's star-studded 25th Anniversary Gala October 9 in Los Angeles at the California Science Center's Wallis Annenberg Building. In an effort to make the event bottled water-free, all water will be served from Brita pitchers and gift bags will include FilterForGood reusable bottles.

"Working side by side with Surfrider, FilterForGood will expand on its core mission to promote personal sustainability by inspiring individuals to take better care of themselves, their communities and the planet," said Drew McGowan, Brita senior group manager.

FilterForGood

[Brita](#) partnered with [Nalgene](#) to launch the [FilterForGood](#) campaign, which encourages people to reduce their bottled water waste by switching to reusable bottles filled with filtered water. FilterForGood educates consumers on living sustainably and motivates action through programs like the [College FilterForGood Eco-Challenge](#) grant program, Scholastic ["Our Water, Our Planet"](#) [microsite](#), [Brita Climate Ride](#) and ["Show Us Your Green Room"](#) contest. Visit [filterforgood.com](#) to learn how you can make a difference.

The Surfrider Foundation

The Surfrider Foundation is a non-profit grassroots environmental organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches. Now in its 25th year, the Surfrider Foundation has grown from a small group of dedicated surfers in Malibu, California to a global movement made up of over 50,000 members and 90 chapters worldwide. For more information visit us at [www.surfrider.org](#).

The Clorox Company

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems,

Glad® bags, wraps and containers, and Burt's Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit www.TheCloroxCompany.com.

Nalgene Outdoor

Nalgene Outdoor Products is based in Rochester, New York. Founded in 1949 as a manufacturer of the first plastic pipette holder, the company soon expanded its product line to include state-of-the-art polyethylene labware under the NALGENE brand. By the 1970s, outdoor enthusiasts had discovered the taste and odor-resistant, leakproof and rugged properties of NALGENE's large selection of plastic containers. In response to this emerging demand, the NALGENE Consumer Products Division was formed. For more information, contact NALGENE Consumer Products or visit our website at www.nalgene-outdoor.com.

¹ Pitchers certified to reduce copper. Faucet mounts certified to reduce lead. Substances reduced by Brita filtration systems may not be in all users' water.

² Based on number of participants in the FilterForGood pledge database

³ Standard 16.9-ounce

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