



NIKA Water: Helping Body and Soul

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With another hot summer on the way, proper hydration is on the top of everyone's mind. However, here is a unique twist on the classic summer water story:

An estimated 75% of Americans suffer from mild, chronic dehydration. But that number is nothing compared to the 20% of the world's population that lack access to safe drinking water. Of these 1.1 billion people, about 80% of those lacking such access live in sub-Saharan Africa, Eastern Asia and Southern Asia.

Enter NIKA Water. NIKA Water, a San Diego-based brand, is changing the way we stay hydrated. NIKA

donates 100% of its profits to bringing water and clean sanitation into underdeveloped countries. What could be healthier to keep up good memory and avert headaches than drinking good, clean water and saving lives at the same time?

From the press release I got:

The first CarbonFree® certified and one of the most environmentally responsible bottled waters on the market, NIKA offsets its carbon footprint by funding the planting of trees in a "NIKA Forest" in Nicaragua to naturally absorb carbon from the atmosphere. Beyond that, NIKA has pledged that for every bottle of their water sold they will ensure that a corresponding plastic bottle is taken out of the environment and recycled. To do this, NIKA is working with schools and universities around the country to create plastic bottle buy-back programs. Participating schools will have their empty plastic bottles collected and recycled by NIKA for a minimal fee.

NIKA was founded and is led by a team of successful business executives San Diego - based entrepreneurs who have joined forces to combine their cumulative experience and knowledge to help solve global problems. The group personally funds all of NIKA's startup costs and, in a display of altruism, will realize no compensation or economic benefit from the company.

Find out more at NIKAWater.org.