

All proceeds from the sale of Nika's water are donated to projects focused on bringing clean water and safe sanitation to underprivileged areas around the world.



## NIKA'S THIRST TO GIVE ALL IT CAN

What if every bottle of water you drank provided clean water to someone in need? Many bottled water brands have emerged over the years attempting to accomplish just this fact by donating a small amount of money per bottle to charity. While somewhat noble, the fact is that many of these niche brands are just subsidiaries of larger corporations who are simply donating token amounts from their bottom line to charity in an attempt to market themselves as socially conscious.

None of these brands, however, can come close to what this company is doing. The San Diego based company, Nika Water Company, is selling their brand of state of the art purified bottled water where 100% of their profits are donated to charity. You read that correctly, 100% of profits....that is literally putting your money where your mouth is. All proceeds from the sale of Nika's water are donated to projects focused on bringing clean water and safe sanitation to underprivileged areas around the world.

And to spread their message, Nika is harnessing the power of youth through their "Agents of Change" program. Interested high school and grade school students can sign up with Nika to sell cases of water in their communities. Each child will then be given charity credit points based on the number of cases they sell which they can track on Nika's website for the purpose of redeeming them for rewards. And we're not talking just hats and t-shirts either. These rewards can range up to having a well in an African village named after you, sponsorship of an entire village and, if you sell enough water, Nika will incubate and help you develop any non-profit idea or company you may have. Wow...empowering and nurturing today's youth to give back to those in need. Nika water, now that's the kind of charity that continues give even when you're done drinking.

For more information, please visit [www.nikawater.org](http://www.nikawater.org).

