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NIKA WATER COMPANY GOES CARBON NEUTRAL



San Diego based Nika Water Company adds to its socially conscious business platform by announcing that it has gone carbon neutral by financing reforestation projects around the world through a partnership with the Carbonfund.org. Nika has invested in the planting of enough trees to completely wipe out all carbon produced during their bottled water's entire life cycle. Through the planting and nurturing of new tree growth, reforestation is one of the only methods available that actually removes carbon dioxide from the atmosphere and puts it somewhere else, i.e., into the mass of a live, growing forest.

Nika currently donates 100% of its profits to projects focused on bringing clean water and safe sanitation to underprivileged areas around the world. But that was not enough, according to founder Jeffrey Church. “Our mission has always been to market a great tasting purified water to help combat global poverty and to bring basic sanitation and clean water to some of the most underprivileged areas around the world. But we also felt that we had a parallel obligation to produce our water in a way that was as friendly to the environment as possible. That is Nika’s commitment to the world.”

For more information, please visit www.nikawater.org

