

DO SOMETHING!

Bottled Water Alliance Launches Australia's First Filtered Water Bubblers

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From today, the millions of people who visit Manly every year will be able to drink free of charge filtered water that is as good if not better than the bottled water being sold in shops.

The move is the result of the Bottled Water Alliance joining forces with Manly Council to install six designer water bubblers on Manly Corso and Manly beachfront. All of the water bubblers have been fitted free of charge with hi-tech Culligan Water Filters, making them Australia's first public water bubblers to dispense free filtered water.

By reducing the need for people to buy bottled water, locals and visitors will save money whilst helping the environment. It is also hoped that the initiative will reduce the amount of bottled water litter on Manly's beaches.

The Bottled Water Alliance has been organised by Jon Dee, the Founder of 'Do Something!'. The organisation is hoping that more councils will copy this unique role model.

"Australia needs to do something about the lack of good quality water bubblers in public spaces," says Dee. "I will be joining with Manly Mayor Peter Macdonald to write to every council in Australia, asking them to do more to adopt and promote this type of alternative to bottled water."

Last year, Australians spent half a billion dollars on bottled water. In many cases, a litre of bottled water can cost more than a litre of petrol.

"Bottled water is an environmental menace", says Dee, "and it also hits consumers in the hip pocket. Additionally, only 36% of PET plastic bottles are recycled, with the rest ending up as litter or landfill. Tap and filtered water is a safe, environmentally responsible alternative. Unlike bottled water, tap and filtered water also contains added fluoride, so it's better for your teeth as well."

The six designer water bubblers along key sections of Manly's Corso are wheelchair friendly and Manly Council staff will disinfect them twice daily.

Tim Gordon, general manager of Culligan, said, "Culligan is pleased to provide water filtration technology for this landmark project that gives public water bubblers a 21st Century facelift." To assist the campaign, Culligan Water will donate the same water filter equipment to every council in Australia who wishes to copy this role model. Replacement filters will also be offered at half-price.

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