



September 12, 2013

Aqua America Backs Michelle Obama's New "Drink Up" Campaign Encouraging Americans to Drink More Water

BRYN MAWR, Pa.--(BUSINESS WIRE)-- Aqua America Inc. (Aqua) applauds First Lady Michelle Obama as she kicks off the new ["Drink Up" initiative](#), announced today. Mrs. Obama will join forces with the Partnership for a Healthier America, actress Eva Longoria and more than a dozen organizations to encourage Americans to drink more water as part of a healthy lifestyle. Drink Up is in part a response to a recent report from the Centers for Disease Control and Prevention (CDC) that found about one in four children do not drink any water on a given day.

"Aqua would like to commend Mrs. Obama and the 'Drink Up' initiative for doing its part to encourage Americans to drink more water as part of a healthy lifestyle," said Aqua America Chairman and CEO Nicholas DeBenedictis. "For about a penny a gallon, tap water provides a valuable resource, and we encourage Americans to turn to their tap water systems as a budget-friendly option."

As part of the "Drink Up" program, supporters will include a new logo on packaged bottled water and reusable bottles for drinking water. Public taps are expected to begin carrying the logo over the next few years, and cities will use the logo to promote drinking tap water, as well.

"At Aqua, we strongly support initiatives to conserve resources and protect our planet. By filling reusable bottles for drinking tap water, we can reduce our total waste and environmental footprint," added DeBenedictis.

Aqua actively works to ensure Americans have access to clean, affordable water by rigorously investing millions of dollars in infrastructure projects that meet the Environmental Protection Agency (EPA) standards for quality.

Aqua America is one of the largest U.S.-based, publicly traded water utilities and serves almost 3 million residents in Pennsylvania, Ohio, North Carolina, Illinois, Texas, New Jersey, Indiana, Virginia, Florida and Georgia. Aqua America is listed on the New York Stock Exchange under the ticker symbol WTR. Visit aquaamerica.com for more information.

WTRG

Aqua America Inc.
Justin Pizzi
Director, Communications
610.520.6308
484.868.5032
jcpizzi@aquaamerica.com

Source: Aqua America Inc.

News Provided by Acquire Media