



NEWS RELEASE

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BRITA CONTINUE COMMITMENT
TO PARTNERSHIP FOR A HEALTHIER
AMERICA'S "DRINK UP" INITIATIVE

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Actress Eva Longoria and Brita Continue Commitment to Partnership for a Healthier America's "Drink Up" Initiative
OAKLAND, Calif. (June 11, 2014) - The Brita water filtration brand is teaming up with the YMCA of the USA and actress, director, producer and activist Eva Longoria to help encourage kids to drink more water.

As part of the ongoing effort to support organizations fighting childhood obesity and working towards healthier futures for our children, Brita announced today a multi-year commitment to the YMCA of the USA to help with the implementation of its Healthy Eating and Physical Activity (HEPA) Standards for early learning and out-of-school programs. Brita will make an annual donation of thousands of Brita products to locations nationwide for three years, giving kids participating in before and after school programs access to clean, clear, filtered water.

Brita's donation continues the brand's support of Drink Up, a collaboration launched in September 2013 by the Partnership for a Healthier America (PHA) - which works with the private sector and PHA Honorary Chair first lady Michelle Obama to make the healthy choice the easy choice for busy parents and families. Drink Up encourages everyone to drink more water more often and includes supporters from across the water community.

"We are proud to be a part of Brita's announcement today to encourage children to drink more water, especially as it brings in one of our PHA partners, the YMCA of the USA," said PHA's Chief Marketing Officer Drew Nannis. "Seeing two very different types of organizations like the YMCA and Brita come together to provide healthier options for millions of children across the country is just another example of the innovative ways everyone can work together to make a difference."

To celebrate this donation, Eva Longoria joined Brita today at the **Burbank Community YMCA** to host a summer kick-off event with the organization's children and staff. Attendees were encouraged to try filtered water infused with fresh fruits and vegetables - as well as make their own recipes - bringing water to life with simple, healthy, natural, great tasting flavors.

The YMCA's Healthy Eating and Physical Activity standards are part of the Y's nationwide commitment to PHA. With 9 million children participating in YMCA out-of-school programs at least three hours a day, the Y has the opportunity to educate kids about healthy lifestyles and to cultivate environments that make it easier for kids to make healthier choices. Access to water is just one of the Y's standards, which also include establishing a minimum level of physical activity, including fruits or vegetables with all meals and snacks, serving meals and snacks family style, limiting screen time and educating parents about healthy living at home. Currently more than 2,000 YMCA branches have opted into the HEPA commitment, many of which will receive **Brita water pitchers** and dispensers.

"The YMCA is committed to nurturing the potential of every child and teen. As one of the nation's largest providers of childcare and afterschool programs, it is critical that we help our kids enjoy a healthier future - and this means making healthy choices the easy choice," said Dr. Matt Longjohn, National Health Officer at YMCA of the USA. "We are very grateful to Brita for their donation, which will give more Ys the ability to make water the beverage of choice and help us achieve our ultimate goal of being among the healthiest provider of childcare programs nationwide."

Since becoming a Drink Up supporter, Brita has dedicated a significant amount of marketing and advertising efforts to promote the effort, including working with Longoria to create a uniquely designed on-the-go water bottle.

"We know that getting more people to make water their first beverage choice is key to improving the nation's health, which is why we were one of the first brands to support the Drink Up effort," said Ed Huber, general manager for Brita. "This new partnership with YMCA of the USA is critical to continuing this mission. By donating our products to YMCAs in need we are able to provide clean filtered drinking water and secure a healthy future for our children."

About YMCA of the USA

The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 21 million men, women and children - regardless of

age, income or background - to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

About The Partnership for a Healthier America

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with - but independent from - First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow **PHA on Twitter @PHANews**.

About Brita

Brita® water-filtration products are marketed by The Clorox Company. The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2013 revenues of \$5.6 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, Green Works® naturally derived products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2013, The Clorox Company Foundation awarded \$4.1 million in cash grants, and Clorox made product donations valued at nearly \$10 million. For more information, visit TheCloroxCompany.com.

About Eva Longoria

Producer, director, entrepreneur, and philanthropist, Eva Longoria is founder of "The Eva Longoria Foundation," co-founder of "Eva's Heroes," and is national spokesperson for "Padres Contra el Cancer." The Golden Globe-nominated, Screen Actors Guild Award-winning, and ALMA Award-winning actress partnered with NBC Universal on a First-Look development deal that includes a non-writing, executive producer agreement with her production company, UnbeliEVable Entertainment. Longoria is executive producer of Lifetime's hit one-hour dramedy "[Devious Maids](#)" recently picked up for a second season, and Hulu's animated series "[Mother Up](#)" which premieres November 6th. Additionally, Longoria is executive producer for the NCLR ALMA Awards, executive producer of the

documentaries HARVEST and FOOD CHAIN- both of which explore the current and historic exploitation of farm workers, and writer/director and star of the upcoming short film, OUT OF THE BLUE, a project with Ron Howard and Canon for their "Project Imaginat10n." Longoria is also involved with MALDEF, the United Farm Workers and the Dolores Huerta Foundation. Named "Philanthropist of the Year" by The Hollywood Reporter, honored with a Lifetime Achievement Award at Variety's annual Power of Women Luncheon, Longoria was selected as commissioner for the National Museum of the American Latino Commission President Obama. A special Ambassador for L'Oreal Paris, Longoria owns BESO Hollywood, her own production company, UnbeliEVable Entertainment, two fragrances "EVA, by Eva Longoria" and "EVAmour," and also has a New York Times bestselling cookbook EVA's KITCHEN: COOKING WITH LOVE FOR FAMILY AND FRIENDS.

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