



drink tap water
whenever possible



buy local bottled water when
tap isn't convenient



support nyc and our award
winning water (fiji and france
are doing fine without us)



always refill and recycle your
bottle (it's part of the deal)



Year after year, bottled water companies have told us that their water was somehow healthier or better for us than our own water. They spent billions of dollars on marketing to make us believe that we needed exotic water, in sleek packaging, from far away Arctic glaciers, tropical islands, and European volcanoes.

We fell for the fancy marketing gimmicks, too, and the brands we drank started to become status symbols.

But we're New Yorkers and are ready for an honest change. It's time for a better way of thinking, er, drinking:

**A Tap'dNY Manifesto
for the new age**

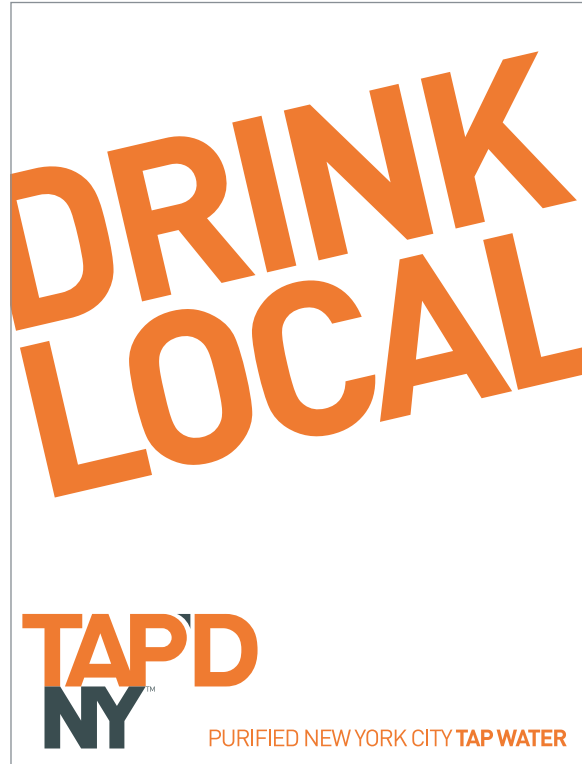


Tap'dNY will be different. We'll be a bottled water company, but act like the anti-bottled-water, bottled water. We won't peddle some mystical, fanciful story, but rather help spread an idea that might be surprising to hear from us:

Drink tap water whenever and wherever possible.



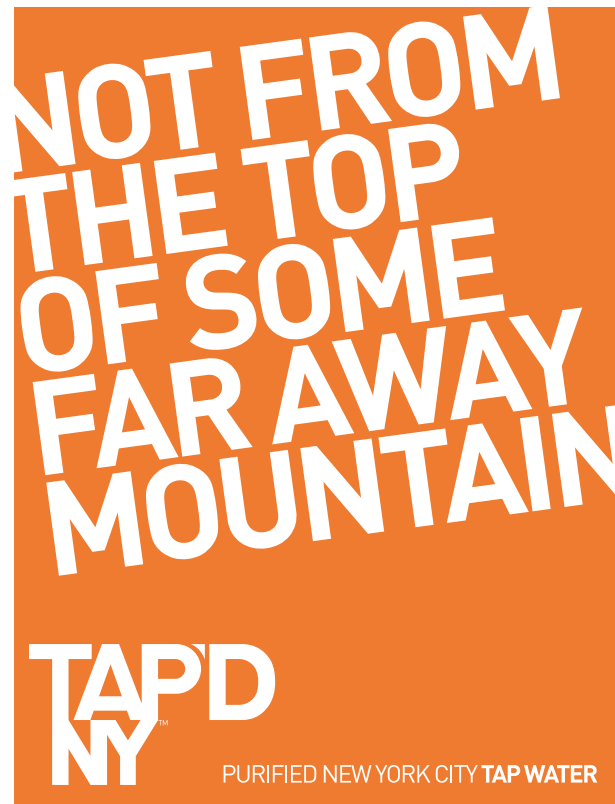
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As much as we all know that drinking tap water is the right thing to do, let's face it – it's not always convenient (especially when on the go in New York.) That's where our tap will come in. Tap'dNY will offer purified New York City tap water in a bottle: honest, local and available wherever New Yorkers are.



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Tap'dNY won't travel all the way to Fiji or France to find water and won't be setting up shop on a glacier at the North Pole. Our water won't come from some exotic, faraway place and travel thousands of unnecessary miles.

It'll be local. It'll be your water.

Tap'dNY will work with our own existing public water system to source water. It will come from the same system that has been providing water to New Yorkers for over 150 years, so we won't be depleting other natural resources like, ya know, springs. (Maine and Fiji can thank us later.)



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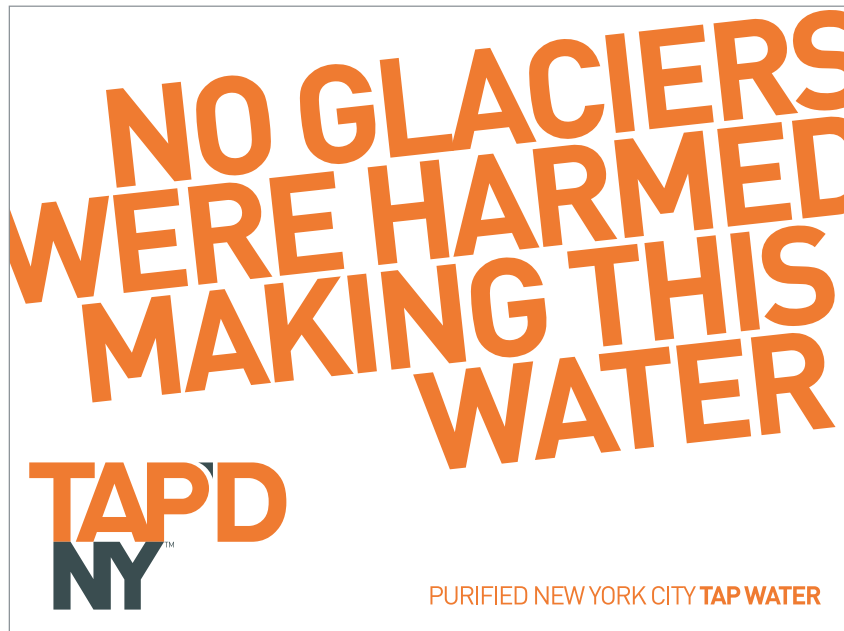
New Yorkers are known for having great taste, and our water is no exception. It's the stuff of legends (or at least urban legends.)

In taste tests against fancy glacial, spring and exotic waters, NYC tap water wins hands down.

We're proud of the source of our water and will help all New Yorkers be proud to drink their own water. Not only will we spare the Arctic glaciers, we'll help create local jobs and support New York businesses and infrastructure.

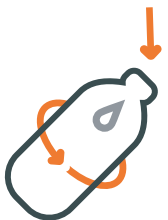


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Tap'dNY will promote refillable bottles and let people know that it's safe to refill bottled water bottles too (as long as they're kept clean.) It will be the obligation of every Tap'dNY drinker to refill and recycle their bottle.

With free refills at any New York City tap and one of the best city recycling programs, it's any easy way to do your part for the environment.



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If the approach sounds surprising, we'll have done our job.

Our goal is to remind New Yorkers to think local, drink their own water, support our community, and do their part for the planet.

Hopefully, we'll sell some water in the process.