



CASE STUDY

NASHUA NORTH TITANS CAMPAIGN
FOR A HYDRATION BY HAWS™ BOTTLE FILLER



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Nashua, New Hampshire

BACKGROUND

Since 2002, thousands of young men and women have walked the halls of Nashua High School North, a place of rigorous and relevant academic focus that also celebrates its talented athletic teams, clubs and organizations. In the classrooms and on the fields, the Titans live the five R's – rigor, relevance, respect, relationships and responsibility. It's a practice that prepares them for the day they don blue and white, proudly accept their diplomas and step out into the world.

OBJECTIVE

On any given school day, nearly 2,000 students and some 200 faculty and staff members can be found on campus at Nashua North. Even though drinking fountains are available, bottled water consumption was on the increase. So, two students sought a hydration solution that would lower the school's carbon footprint by reducing the waste associated with single-use plastic water bottles.

SOLUTION

After extensive online research, student Avalon Lustick found the solution – the Hydration By Haws™ bottle filler, a hygienic water dispenser that turns ordinary tap water into clean, filtered water, thereby promoting the use of refillable bottles. Even better, the unique *Hydration By Haws* fundraising program was a way to bring a hydration solution to the school with no upfront costs, minimal set up, and the potential to keep additional profits for the school. Plus, the included Nalgene® bottles emblazoned with the Titan mascot – an integral part of the *Hydration By Haws* Fundraising Program – were a great way to promote school spirit. Lustick approached a fellow student, Bridget Kelley, and together they began their campaign. “We used everything from presentations to contacting the mayor to getting alum NFL player Kendall Reyes involved,” says Lustick.

RESULTS

Nashua's *Hydration By Haws* water dispenser was installed in the athletic wing and quickly became a hot spot. “The staff and students at North were excited about having a filtration system,” said Kelley. “Many commented that it was 'so cool!' People were also surprised by the fact that there is no charge to use the water dispenser.” The convenient unit is now a regular stop for students and staff alike and successfully promotes the use of refillable bottles while meeting the school's hydration demands.

ABOUT HYDRATION BY HAWS™

Hydration By Haws water dispensers offer users the benefits of clean filtered water away-from-home without the waste and cost of bottled water. The multiple product options transform regular tap water into filtered drinking water using a certified advanced filtration system. *Hydration By Haws* water dispensers are certified according to NSF/ANSI Standards 42 & 53 for the reduction of chlorine (taste and odor), lead, and 99.99% of cysts.

