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# Press Release

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FOR IMMEDIATE RELEASE  
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## **FRIENDS OF THE RIVERFRONT TO BENEFIT FROM GIVE BOTTLED WATER**

**PITTSBURGH, PA** - (August 27, 2009) Friends of the Riverfront and PurBlu Beverages, the maker of GIVE Water, are pleased to announce a new partnership for the southwestern Pennsylvania region. Through this partnership, centered on the green bottle, GIVE Love, Friends of the Riverfront will receive ten cents from each green bottle purchased in the Pittsburgh region. GIVE is available during the Riverfronts Naturally Volunteer Days to quench the thirst of the hard-working volunteers. In addition, GIVE is sold at Giant Eagle, Whole Foods, and independent retailers throughout the southwestern Pennsylvanian region. Drink GIVE. Do Good. And help support Friends!

PurBlu Beverages' GIVE Water is a unique bottled water product that allows consumers to choose a cause or charity to benefit from their purchase. GIVE Water comes in fully recyclable and biodegradable bottles, offering consumers a more environmentally friendly option for bottled water.

For over a decade, Friends of the Riverfront has been on the ground and in the water, working to protect and restore the Pittsburgh region's priceless rivers and riverfronts. It is a pioneering organization that has been involved in creating nearly all of the trails you see as you bike, hike, rollerblade or paddle along our beautiful shores. Through intense collaboration with community partners, government officials, and diverse volunteer base, our rivers and riverfronts have been transformed from industrial wastelands to international examples of environmental renewal.

For more information about Friends of the Riverfront, visit [www.friendsoftheriverfront.org](http://www.friendsoftheriverfront.org) or call 412.488.0212.

For more information about PurBlu Beverages, visit [www.drinkgive.com](http://www.drinkgive.com).

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