

MICHIGAN SFI® IMPLEMENTATION COMMITTEE DONATES 34,560 BOXED WATER CARTONS TO FLINT, MICH., AND ENCOURAGES OTHERS TO CONTRIBUTE

Boxed Water Is Better, LLC Matches Efforts For Double The Water Donation

LANSING, Mich., February 18, 2016 – The Michigan Implementation Committee of the Sustainable Forestry Initiative® (SFI) Program, a nonprofit organization dedicated to promoting sustainable forest management, announced that it will be donating a semi-truck load of 34,560 units of Boxed Water cartons. The donation will be providing the local Flint, Michigan residents relief in the ongoing water crisis in the city.

Boxed Water, a sustainable packaged water company, is matching the units donated on behalf of the Michigan SFI Implementation Committee (SIC) as part of the 'Boxed Water Flint Donation Project' lasting throughout the month of February. The total donation of 69,120 units of Boxed Water cartons are being made to the Food Bank of Eastern Michigan which is handling the water distribution during this crisis along with their normal responsibilities for food distribution.

“The Michigan SIC is proud to be able to partner with Boxed Water and the Food Bank of Eastern Michigan on this water donation,” commented Howard Lindberg, Michigan SIC representative. “We remain highly aware that the need for assistance continues and were amazed at how well the Food Bank has organized the outpouring of donations and water distribution to the community.”

“In total, Boxed Water has been able to coordinate two shipments of our water to Flint residents,” said Chris Radford, Director of Operations for Boxed Water. “By working with the Sustainable Forestry Initiative on Boxed Water’s second shipment, we were able to provide twice as much as we had planned. It’s great to see that by working together, the donation has been able to help twice as many in the community.”

Since April 2014, the residents of Flint, Michigan have been subjected to lead leaching into drinking water after the city's water source was switched to the corrosive Flint River. Even though the city’s water source has switched back to Detroit’s water supply, health officials have determined that the city’s tap water is still unsafe and may cause short and long term health complications.

If you or your organization is interested in helping the Flint community, please go to the Food Bank of Eastern Michigan to contribute to the effort.



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About SFI Implementation Committees

SFI Implementation Committees are SFI Inc.'s strongest asset when it comes to community leadership. This grassroots network of 34 committees across the U.S. and Canada stands at the intersection of sustainable forests and sustainable communities. They work with local conservation and community groups, government agencies, forestry and professionals associations, landowner groups, and many others to conduct landowner outreach and community engagement activities. Learn more about the SFI Program and SFI Implementation Committees at www.sfiprogram.org.

About Boxed Water

Boxed Water is a sustainable packaged-water company that enables socially conscious consumption by re-thinking the way water is sold, shipped and consumed. Founded in 2009, Boxed Water is an alternative to bottled water that is built on three principles: sustainability, efficiency and philanthropy. Each carton is recyclable and made using renewable paper from well-managed forests. Boxed Water has also reduced its carbon footprint and increased efficiency by shipping its cartons flat to its plants to be filled. Once filled, its square-shape reduces shipping waste versus round bottles, reducing the number of trucks needed to transport the product. One percent of Boxed Water's annual sales support reforestation and water relief through partnerships with The National Forest Foundation and Water.org. The company currently has offices in Grand Rapids, Mich. and Los Angeles, and is currently produced and filled in Holland, Mich. and Lindon, Utah.