



# Always Giving



**PRESS KIT**

# About Fill it Forward

## Same Company, Greater Purpose.

Nearly a decade ago, we started Cupanion because we wanted to inspire people to make reusable choices. Today, we're excited to share our new identity with you: The Fill it Forward Company.

We believe choosing to reuse is a simple act of generosity that shows love for our planet and the people on it. Our team creates sustainable products, interactive technologies and global giving initiatives that inspire the world to reuse.

Using the Fill it Forward app, every time you refill a cup or bottle, you can 1) track your environmental impact, 2) contribute to meaningful charitable projects, and 3) stay hydrated.

Together, we are making an impact for the planet and people on it.

## FAST FACTS

### Fill it Forward App

- 300+ organizations are helping make a difference
- App users' environmental impact:
  - 4,819,212+ single-use items diverted
  - 188,208+ lbs of waste diverted from landfill
  - 15,826+ lbs of plastic saved from our oceans

### Global Giving Initiatives

- 5+ trusted charitable partners
- 200+ clean water projects funded around the world

### Sustainable Products

- Refill a Cupanion bottle 2x to offset carbon emissions
- Cupanion products are manufactured in the USA



PHOTO CREDIT: WaterAid

# Meet Matt and Doc

## Matt Wittek, Founder and Director, Fill it Forward

Fill it Forward founder Matt Wittek is a social entrepreneur on a mission to inspire the world to reuse. Since graduating from the University of Guelph in 2003, Matt has been empowering people to make worldwide change by creating environmentally and socially responsible products and technology.

An industry leader and innovator, Matt has converted his passion for environmental sustainability into creative solutions that are amplifying the impact of reuse around the world. Together with organizations around the world, The Fill it Forward Company (formerly Cupanion) has helped to eliminate millions of single-use items from landfills and our oceans through Matt's products and programs, which are used by millions of people around the world.

Since 2012, Fill it Forward has helped fund hundreds of clean water projects benefiting communities across the world in an effort to alleviate the global water crisis. Working with multiple charitable partners, Matt and the Fill it Forward team are able to maximize their impact by facilitating better hygiene, sanitation and education in high priority communities.



## Doc Hendley, Founder and President, Wine To Water



Doc Hendley is the Founder and President of Wine To Water, a non-profit organization that serves to provide clean water for people in need around the world. Doc first envisioned the concept of Wine To Water while bartending and playing music in nightclubs in Raleigh, North Carolina. With the money raised, Hendley traveled to Darfur, Sudan in 2004 and began installing water systems for victims of government-supported genocide.

Doc was selected as one of the Top Ten CNN Hero in 2009 chosen by a panel of judges including Gen. Colin Powell, Whoopi Goldberg, Ted Turner and Sir Elton John. In 2012 he published, "Wine to Water: A Bartender's Quest to Bring Clean Water to the World," (Avery: Penguin, Jan 2012). It is a captivating story of an ordinary bartender who's changing the world through clean water and the book is a foundation of college courses at several universities across the country.

Thousands have been inspired by Doc's story and Wine To Water has grown from one man's mission into a global movement for clean water. Wine To Water has reached more than 650,000 people and worked in 25+ countries.



# Fill it Forward Live Fundraiser



**Same Aim for Access, New Partnership:** Fill it Forward is partnering with Wine To Water, to fund a school-based clean water WASH program in the Dominican Republic. The initiative will help to engage 100+ schools and more than 12,700 students and teachers. This investment in international WASH programs supports local staff, equipment and training, as well as water technologies and education.

## WHO

Wine To Water joins Fill it Forward to host their first ever Live Fundraiser. All proceeds from this event help to support a school-based clean water project in the Dominican Republic.

Since 2012, Fill it Forward has supported 200+ clean water projects for people in need around the world. As part of a community of more than 1,000 certified corporations across 60 industries, Fill it Forward meets rigorous standards of performance accountability and transparency. It is using the power of business to alleviate poverty, address climate changes and build strong local communities and great places to work.

## WHAT

Fill it Forward will reveal the new Fill it Forward app and brand, virtual program and offer a dynamic conversation about clean water projects with Fill it Forward's founder Matt Wittek, and special guest Doc Hendley, Founder and President of Wine To Water.

Attendees can take part in the new virtual Fill it Forward program from home for the next 30 days, to help support the clean water project.

## WHEN

Friday, May 8th, 2020 from 2:00-2:30 p.m. EST

## WHERE

Virtual event via the Zoom platform

## TICKETS

Entry is FREE! Those interested in attending can RSVP here:  
[www.fillitforward.com/webinar](http://www.fillitforward.com/webinar)



## Contact Info



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