



900 SE Wilson Ave, Ste H, Bend, OR 97702 / TEL 888-58-HYDRO (584-9376) / FAX 888-276-0851

Contact: Amy Sharman
206.307.6990
amy@campbellconsulting.com

Hydro Flask®'s FivePercentBack.org Announces Charitable Beneficiaries

Hydro Flask Customers Select NPR & Adopt-A-Classroom to Receive Donations

(Bend, OR) December 13, 2012 – Hydro Flask is celebrating the “Season of Giving” by making donations to charities selected by its customers through its charitable arm, **FivePercentBack.org**. This Holiday Season Hydro Flask customers have selected National Public Radio (NPR) and Adopt-A-Classroom as the two biggest beneficiaries to receive donations in time for the holidays.

FivePercentBack.org was started in conjunction with Hydro Flask in 2009 to help make a difference in the local Bend community and beyond. By including multiple charities in the program, customers can have a say in who they would like to support with the purchase of their Hydro Flask. Five percent of the net profits from their flask's sale then goes to those charities selected. After each quarter, votes are tallied and the charities accumulating enough votes are rewarded with donations on Hydro Flask's behalf through FivePercentBack.org. More than 40 charities and non-profits have been featured through the FivePercentBack.org website since it began.

"AdoptAClassroom.org is excited to be part of the Hydro Flask FivePercentBack.org program. Our work giving teachers the resources they need to educate our children fits well with the FivePercentBack.org's mission of uniting people and bringing about positive change," said President & Founder of Adopt-A-Classroom, James Rosenberg. "We know that success happens one classroom and one teacher at a time - and FivePercentBack.org helps make this happen one purchase at a time."

Here's how people can get involved any time and **give back year round**:

1. Purchase any Hydro Flask anywhere (in stores, online, anywhere!)
2. Visit <http://www.fivepercentback.org/>
3. Click on the “Donate” tab at the top of the page.
4. Enter your Flask's serial number (located on the inside of the wrap that comes on the bottle) and choose the [charity](#) you'd like to help out.

To learn more about FivePercentBack.org, please visit:

<http://www.fivepercentback.org/>
<http://www.facebook.com/fivepercentback>



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<http://www.facebook.com/hydroflask>

About Hydro Flask

Hydro Flask® began in the summer of 2009 with an epiphany on a Hawaiian beach, and became a reality in beautiful Bend, Oregon, one of the country's premiere outdoor playgrounds. The company's mission today is to save the world from lukewarm beverages.

Hydro Flask is now the award-winning* leader in high-performance, insulated stainless steel flasks and has recently expanded into the food and beverage industry with its food flasks and industry-first and only double wall vacuum insulated 64oz growlers. Using only high-quality 18/8 stainless steel, Hydro Flask delivers what people on the go have been looking for: a durable flask that keeps hots hot, colds cold, is stylish, 100% recyclable and is backed by a lifetime warranty.

Hydro Flask believes that great flasks and great causes go hand in hand, and through its charitable arm, FivePercentBack.org™, offers a giveback program that allows consumers to allocate a portion of their flask sales to a charity they choose. For more about Hydro Flask's charitable mission and commitment to making a difference in the community, visit www.FivePercentBack.org.

* Hydro Flask won PGA Merchandise Show "2012 Product of the Year"

Note to Reporters: For high-resolution images of Hydro Flask products, please visit our online media library at: <http://www.hydroflask.com/media/download/hydro-flask-download-page.html>.

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