



900 SE Wilson Avenue · Bend, OR · 97701 | HYDROFLASK.COM | 888 58 HYDRO

**For Immediate Release**

**HYDRO RELIEF IN HAITI**

Contact: Frankie Labbé  
888-584-9376 ext. 33  
541-306-1906 direct  
[Frankie@hydroflask.com](mailto:Frankie@hydroflask.com)

**HYDRO FLASK DRIVES FOUR WEEK HAITI RELIEF PROGRAM IN BEND, OREGON**  
***The Company Will Hand Deliver Hydration Bottles to Haiti in Early March.***

(Bend, Ore.) February 2, 2010- Hydro Flask, producers of double wall vacuum insulated bottles, today launched a four week fundraising program to aid in Haiti relief efforts. The Company is selling 5000 of its 2009 bottles, of which 100% of the proceeds will go towards relief in Haiti via UNICEF. Additionally, Hydro Flask will match each hydration bottle sold and, in March will hand deliver the bottles to a UNICEF relief center in Haiti.

Hydro Flask employees and volunteers have set up fundraising tables around town to sell raffle tickets for local prizes, T-shirts, hats and bottles. Purchasers have the choice of a standard bottle or a bottle engraved with the words 'Haiti Relief'. The tables can be found in front of Bellatazza on weekday mornings and on First Friday Gallery Walk, at Whole Foods in the Forum Plaza and at the Hydro Flask distribution center on 9<sup>th</sup> Street and Wilson Avenue. Additionally, participating retailers selling Haiti Relief bottles include Cascade Cottons, Nature's General Store, Newport Market, Mountain Supply, Hutch's, Country Catering, and Emerald Smoothie.

Both engraved and standard Haiti Relief bottles sell for \$25 for an 18oz and \$30 for a 24oz. Normal retail prices for the bottles are \$19.99 and \$24.99. Owner and co-founder Travis Rosbach says, "We want to raise as much money as possible without competing with our loyal retailers. We hope to be able to send UNICEF a sizeable check and are really looking forward to helping out in Haiti come early March."

Hydro Flask as a company impels community outreach through its volunteer-based organization FivePercentBack.org. The purchaser of a Hydro Flask can choose a charity or non-profit organization that resonates with their own core values at the FivePercentBack.org website. The site promotes environmental stewardship, healthy lifestyle choices, emergency response, human/animal services, and many more charities that unite people for positive change. Additionally, sustainability and the company's environmentally sound products, with a one hundred year shelf life, literally keeps tons of plastic out of landfills. For more information about the Haiti Relief efforts at Hydro Flask, please visit [www.hydroflask.com/Haiti-Relief](http://www.hydroflask.com/Haiti-Relief).

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#### About UNICEF

UNICEF was established on 11 December 1946 by the United Nations to meet the emergency needs of children in post-war Europe and China. Its full name was the United Nations International Children's Emergency Fund. In 1950, its mandate was broadened to address the long-term needs of children and women in developing countries everywhere. UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

#### About Hydro Flask

Bend, Oregon-based Steel Technology™ formed Hydro Flask™ in the summer of 2009 after numerous disappointments with sport bottles on the market. The end result is a double wall vacuum insulated bottle that is BPA free and truly performs in extreme conditions. Using only food-grade 18/8 stainless steel, the bottles keep hot liquids hot for at least 12 hours and cold liquids cold for over 24 hours. Hydro Flasks are a simply yet stylish, durable, lightweight, reusable and 100% recyclable alternative to plastic bottles. The Company simultaneously launched FivePercentBack.org to offer a give-back program from the proceeds of each flask sold to be put towards a charity selected by the end user. To learn more about Hydro Flask's commitment to the enhancement of life and earth, visit [FivePercentBack.org](http://FivePercentBack.org).

[www.hydroflask.com](http://www.hydroflask.com)

PH. 541 647 6420

If you would like high resolution art or to schedule an interview, please contact [Frankie@hydroflask.com](mailto:Frankie@hydroflask.com).