



MADE BY MOMS WHO LOVE THEIR KIDS!

Prepared by: **ROCKIN' WATER™**  
187 Sound Beach Avenue  
Old Greenwich, CT 06870  
[www.rockin-water.com](http://www.rockin-water.com)

Contact: Jenifer Howard  
203-273-4246  
[jenifer.howard@rockin-water.com](mailto:jenifer.howard@rockin-water.com)

For Immediate Release

## **ROCKIN' WATER™ TO ROCK THE APPALACHIAN AREA OF KENTUCKY TO HELP KIDS IN NEED**

*Old Greenwich's Own ROCKIN' WATER™ heading to Kentucky the week of March 23 to donate ROCKIN' WATER and provide nutritional information to kids and their families*

(OLD GREENWICH, Conn., March 5, 2009) - **ROCKIN' WATER™**, the revolutionary new vitamin enhanced flavored water for kids, is pulling out all the stops and bringing **ROCKIN' WATER** directly to kids in the United States that could benefit the most from **ROCKIN' WATER'S** vitamin and mineral infused flavors - the Appalachian area of Kentucky. During the week of March 23, 2009, **ROCKIN' WATER** and a group of **ROCKIN' WATER** employees and volunteers, will travel to Kentucky to visit several schools and health clinics in the rural Appalachian areas to hand out bottles of **ROCKIN' WATER** and educate children and their families in the area about healthy nutritional choices, including beverages. In addition to the truckload of **ROCKIN' WATER** being taken to Kentucky, volunteers are also collecting much needed personal hygiene products like toothbrushes, toothpaste and school supplies to take to the children in Kentucky. Donation boxes will be located at Arcadia Café and The Upper Crust Bagel Company in Old Greenwich, Conn, and Rye, N.Y., from now until March 20, 2009. For more information, visit [www.Rockin-Water.com](http://www.Rockin-Water.com).

"Making a difference in children's lives is one of the main reasons we created **ROCKIN' WATER**," said Amy Guerrieri, founder of **ROCKIN' WATER** and **ROCKIN' WATER PRODUCTS, LLC.**, based in Old Greenwich. "We are all well aware of the poverty and nutritional issues effecting children in other countries, such as Africa, but what Americans tend to forget is that there are children right here in the U.S. that need help - learning about good nutritional choices and being given the accessibility to healthy

**ROCKIN' WATER™**

187 Sound Beach Avenue, Old Greenwich, CT 06870  
203-990-0000 • [www.rockin-water.com](http://www.rockin-water.com)

products. **ROCKIN' WATER** is just one option and we would like to help educate the children and their families and make a difference in their lives."

**ROCKIN' WATER** will visit schools and health clinics in Kentucky, working with the local public school districts, the Christian Appalachian Project (CAP), The David School, and Eula Hall's Mud Creek Health Clinic to reach out to children and their families to provide them with fun nutritional information and free **ROCKIN' WATER** bottles for the kids to take home. Excel transportation Services, Inc., of Chalfont, Penn., is donating its services to bring **ROCKIN' WATER** to Kentucky. The plight of the Appalachian area children was recently illustrated on the ABC TV show "20/20" with Diane Sawyer and demonstrated the immediate need to help children and families in the area. Individuals interested in helping organizations working in Appalachia Kentucky can make donations directly to the following:

**Christian Appalachian Project (CAP)** - 1-866-270-4CAP or  
<http://208.109.107.104/donate.shtml>

**The David School** - 606-226-9911 or <http://www.davidschool.org/Donations.htm>

**The Mud Creek Clinic** - 606-587-2200

**ROCKIN' WATER™** is a revolutionary new water product that is "made by Moms who love their kids." **ROCKIN' WATER** is a naturally flavored enhanced water beverage that kids love, and is packed with Moms' favorites - 11 vitamins and minerals, fiber, and an antioxidant ORAC rating of 500 - like a full serving of fruit or vegetable in every bottle! **ROCKIN' WATER** is the inspiration of Amy Guerrieri, a mother of four young children and a serial entrepreneur, who got sick and tired of all of the unhealthy kid-targeted food and drink options and needed to figure out a way to get her children the nutrition they need. So Amy decided to take matters into her own hands and make a healthy, nutritious flavored water drink for kids. With the help of Karen Newman, M.S., R.D., a clinical nutritionist and certified childhood and adolescent weight management counselor, **ROCKIN' WATER** was born. **ROCKIN' WATER** is a unique product and fills a void in the kids' healthy drink market. **ROCKIN' WATER** is available in four delicious flavors - Apple, Cherry, Grape & Orange. To learn more about **ROCKIN' WATER**, visit [www.rockin-water.com](http://www.rockin-water.com).

###