

CUPANION[®]
FILL IT F^o RWARD

Press Kit

Our Founder

Matt Wittek

Founder & Director

Director of Cupanion, Matt Wittek has a passion for designing innovative eco-friendly products and programs. With a sales and marketing background, Matt works closely with customers of all sizes to create programs that exceed their sales objectives, reduce waste and costs, grow margins, and increase market share. Recognized for its innovative and new ventures, Cupanion was a recipient of the 2016 Emerging Business of the Year Award by the Guelph Chamber of Commerce. Matt leads ground-breaking projects including Fill it Forward, designed to alleviate the global water crisis and the Leaf Rapids Campaign, which raises awareness about the environmental benefits of using reusable bags.



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www.cupanion.com www.fillitforward.com

Backgrounder

INSPIRING THE WORLD TO REUSE

Cupanion is an innovative Reusable Water Bottle brand that is focused on sustainability and clean water for everyone. The company develops products and programs to help consumers reduce their carbon footprint and contribute to environmental sustainability. By making it simple and efficient for consumers to participate in socially responsible projects, Cupanion inspires consumers to think consciously and globally about their consumption choices. The company delivers safe, affordable, high-quality cups, mugs and bottles that are stylish, customizable, environmentally friendly and durable by design.

Cupanion's [Fill it Forward™](#) project makes it possible for consumers to help provide clean water to the nearly one billion people that currently live without it. With each reusable bottle sold, Cupanion provides the same amount of clean water to a person in need. To date, Cupanion has provided 2,807,311 cups of safe drinking water to people around the world.

Other projects Cupanion has contributed to through its products include:

- Providing clean water for health clinics in Tanzania
- Providing access to safe water, toilets and hygiene education to over 29,000 boys & girls at school in Sub-Saharan Africa
- Helping WaterAid reach over 1.95 million people with access to safe water and over 3 million people with access to improved sanitation

Cupanion's giving partners include WaterAid, a non-profit that works in 26 countries worldwide, transforming millions of lives every year with safe water, sanitation and hygiene projects, and The Carbon Farmer, an organization that plants trees for every customer order.



About Cupanion

Cupanion develops safe, affordable, high quality products and programs that inspire the world to reuse. Their [Fill it Forward™](#) app gives individuals the ability to track their environmental impact and rewards participants for reusing. Helping those in need is what drives Cupanion. Their Fill it Forward™ initiative was created to help the 780 million people who lack access to clean water. With each reusable bottle or cup sold, they donate clean water to a person in need. In addition, users donate a cup of clean water each time they refill their product and scan their Fill It Forward tag. Cupanion believes that with the simple of act reusing, people can create lasting change for the planet and the people on it. For more information, please visit cupanion.com.



Cupanion Champions

This program is targeted at students, office employees and community members. Whether you're in an office where disposable cups are the norm or a student who wants to encourage more sustainable choices on their campus; Cupanion is here to help. Cupanion can assist community members in bringing reusable products to coffee shops, schools, offices and more! Cupanion's programs are already used on over 35 campuses. Cupanion encourages people to stand up for the planet by offering environmentally-friendly alternatives to places seeking more sustainable options. Cupanion also offers a full line of customizable bottles and cups allowing companies and organizations to highlight their brand or cause.

Fill It Forward App

Cupanion helps consumers take reuse to a whole new level. All Cupanion products ship with a Fill It Forward tag which users can then scan using the Fill It Forward app. The app empowers reuse by tracking the waste diverted, emissions saved, and how much ocean pollution was prevented by using a reusable product. Users can set hydration goals, earn badges, start a streak and connect with friends and family using the app. The app also enables users to donate a cup of clean water each time they refill, which helps fund water based projects all over the world.



Giving Partners

WaterAid works in 26 countries worldwide, transforming millions of lives every year with safe water, sanitation and hygiene projects. They work with local partners to help communities access safe water and sanitation, using their experience and research to influence decision-makers to do more to provide these vital services.



Friends For Life

Cupanion believes that all great friendships should last a lifetime. Cupanion's Friends for Life Guarantee™ includes all Cupanion branded products and warranties any manufacturing defects for the lifetime of your product. Cupanion would much rather customers keep reusing than throw away a broken product. Cupanion products are built to be durable but accidents do happen. There is always a way to save the product, as replacement parts are also sold online at a low cost.

www.cupanion.com

www.fillitforward.com

REUSE & GIVE

Awards

2016 Guelph Chamber of Commerce
Emerging Business Award



Certified B Corporation



Logo



Media Contact

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