



FOR IMMEDIATE RELEASE

Cupanion Launches Kickstarter Campaign with Mission to Eliminate Plastic Waste

Over 70% of goal raised in first day to support the first reusable water bottle in the world that tracks your impact and gives clean water each time you refill

GUELPH, ON | July 18, 2018 - [Cupanion](#) is the Canadian organization behind sustainable drinkware and programs that encourage individuals and organizations to reduce their environmental footprint. Their newest product is a reusable and indestructible smart bottle. In collaboration with their [Fill It Forward](#) app, users can scan their bottle to track the waste they have diverted, emissions saved and ocean pollution prevented. With their sustainable solution and eco-drinking buddy, Cupanion users can save two pounds of plastic from oceans each year.

“Together with an incredible team, we have created a new reusable product that is beautifully simple, smart, functional and enables users to make a sustainable impact,” says Cupanion’s Founder and CEO Matt Wittek. “We are combining innovation and technology to rid the world of single-use plastic waste and are thrilled to invite the Kickstarter community on this journey with us.”

Cupanion makes giving water as easy as drinking it. Through their Fill it Forward app, users donate a cup of clean water to someone in need every time they scan and refill. In partnership with the international non-profit [WaterAid](#), these donations contribute to the completion of [water projects](#) all

over the world, such as providing clean water and sanitation to schools and communities in East Africa.

“While people are more aware of the negative effects of plastic waste, we have a long way to go as there are still billions of pounds of plastic winding up in our oceans every year,” says Wittek. “Supporters of our campaign are providing a big vote of confidence and are the team players working with us to create a better planet and provide clean water for all.”

Click [here](#) to watch Cupanion’s video and support their [Kickstarter Campaign](#), which will close on August 16, 2018.

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About Cupanion

Cupanion is more than a reusable cup company. By combining technology and sustainability in an app, users see the impact of their actions and engage with their environmental footprint. Cupanion inspires the world to reuse through encouraging good habits with the Fill it Forward app. With each refill, the Fill It Forward initiative gives clean water to a person in need.

Website: www.cupanion.com

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Hashtag: [#DontBeDick](#)

For media inquiries, please contact:

Claire Martin

claire@durrellcomm.com

or media@cupanion.com

519-589-3579