



FOR IMMEDIATE RELEASE:
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Groveton Elementary School is Ready to Go Play!

Students and faculty to take part in the Nestlé® Pure Life® Rewards Program

In an effort to promote healthier lifestyles, our school is going to take part in the *Go Play!* Program, created by Nestlé Waters North America for its Nestlé® Pure Life® water brand. This unique program helps accredited schools in the United States with any grades K-8 earn points toward new fitness and sports equipment as well as field trip transportation.

Go Play! encourages active play and healthy hydration for kids. Its mission is to promote learning through activity by getting kids up off the couch and getting them to play.

"With childhood obesity reaching epidemic levels, we felt it was necessary to start this program," says Nicole O'Connor, manager of Consumer Communications, Nestlé Waters North America. "We're hoping to make a difference in students' lives beyond the classroom. This program is a great way to get the whole community involved."

Groveton Elementary School has already started to get the word out by putting up posters around school and town. To earn *Go Play!* points, students, families and community members remove labels from Nestlé® Pure Life® bottles and drop them in *Go Play!* collection boxes at participating schools. Each label is worth two *Go Play!* points, and each school has the opportunity to earn up to one million *Go Play!* points – which is valued at \$10,000 in rewards. All collection boxes must be postmarked by May 31, 2008 and received by June 8, 2008 to qualify.

Go Play! points can be used toward indoor and outdoor sports gear from America's Athletic Source, LLC, a direct supplier of sporting good products such as basketballs, soccer and playground products. *Go Play!* points can also be used toward transportation costs for educational field trip experiences from Field Trip Factory, Inc. Their field trips meet learning standards, are free to educators, and offer children valuable life-skill lessons in real-life environments by reinforcing classroom lessons on a wide range of topics.

Learn more about the *Go Play!* Program at their website, www.goplaylabels.com.

About Nestlé Pure Life:

Nestlé Pure Life is a brand of the leading bottled water manufacturer, Nestlé Waters North America, based in Greenwich, Conn. Nestlé Pure Life offers a number of healthy hydration options for families. Nestlé® Pure Life® Purified Water goes through a multi-step filtration process and is enhanced with a unique blend of minerals for great taste. Nestlé® Pure Life® Natural Fruit Flavored Water Beverage takes the goodness of pure, refreshing water and adds the essence of natural fruit. The New Taste of Water has also been created by introducing the thirst quenching Nestlé® Pure Life® Green Tea Refreshers to their product line.



www.goplaylabels.com

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