

Water Fight

Contact Information: Joe Guglielmi, President, & Founder, Water Fight
joeygugl@aol.com

FOR IMMEDIATE RELEASE: 7/11/06

WATER FIGHT AT MEIJER STORES STARTS JULY 15

GRAND RAPIDS, Mich., July 11, 2006 – Water Fight will be at Meijer Stores starting Saturday; but don't show up with your super-soaker — bring cash.

Meijer is teaming up with Water Fight, a new Grand Rapids-based bottled water company, to join in the fight to find a cure for juvenile diabetes by contributing a portion of Water Fight sales to the Juvenile Diabetes Research Foundation International (JDRF). JDRF is the world's leading supporter of medical research on Type 1 diabetes and related complications.

“Meijer Stores and the JDRF were perfect partners for this new product launch,” said Joe Guglielmi (goo-yell-me), Water Fight founder and president, and board member for the West Michigan Chapter of JDRF. “Meijer has historically been very supportive of its community and has made substantial contributions to JDRF.” Water Fight will be available in Meijer Stores in Michigan, Illinois, Indiana, Ohio and Kentucky beginning July 15.

“When consumers raise their JDRF Water Fight bottle, they will be doing more than quenching their thirst,” says Guglielmi. “They will be waving a banner, telling everyone that they're in the fight to find a cure for juvenile diabetes. The potential impact on JDRF is phenomenal.”

Guglielmi said that his company created Water Fight to be used specifically for raising funds for a myriad of causes, such as homelessness, AIDS and hunger.

JDRF was founded in 1970 by the parents of children with juvenile diabetes – a disease that strikes children suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$900 million to diabetes research worldwide. More than 80 percent of JDRF's expenditures directly support research and education about research.

Water Fight, Juvenile Diabetes Research Foundation, will be available in the bottled water area at all Meijer stores in Michigan, Illinois, Indiana, Ohio and Kentucky, starting Saturday, July 15, 2006.