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DEP and Aveda Set Up Three Water-On-the-Go Fountains To Promote NYC Water During Fashion's Night Out

More than 75,000 New Yorkers and Visitors Have Rehydrated at Water-On-the-Go Fountains This Summer

NYC Environmental Protection Commissioner Cas Holloway and Aveda today announced a partnership to make NYC Water available for free at three fashion-focused locations during Fashion's Night Out. This partnership builds on the City's successful Water-On-the-Go program that so far has hydrated more than 75,000 New Yorkers and Visitors during the summer. The fountains are outdoor drinking water stations, connected to fire hydrants, with six faucets for direct drinking or for filling a water bottle. All fountains also feature separate water bowls for pets. Aveda will also position 20 pedicabs in the fashion-filled Meatpacking District and a nearby Water-On-the-Go fountain will be available for pedicab drivers to fill their bottles and encourage the public to do the same as they offer eco-friendly rides to shoppers anywhere within a 10-block radius.

"It's great to work with Aveda once again to promote NYC Water as the healthy and environmentally responsible drink of choice for fashion, and for all New Yorkers," said Commissioner Holloway. "NYC Water-On-the-Go is yet another reason for New Yorkers to join in Fashion's Night Out, and we commend Aveda for their long-term commitment to conduct business in an environmentally-sustainable manner. This summer, more than 75,000 New Yorkers and visitors enjoyed a drink at one of our Water-On-the-Go fountains in the five boroughs, and partnerships like this one help us to bring high quality NYC water to people from all over the world who have come to New York City for Fashion Week and Fashion's Night Out."

On Fashion's Night Out, Water-On-the-Go stations promoting NYC Water will be placed at select Manhattan locations. The stations will be available at 14th Street and 9th Avenue in the Meatpacking District, in front of Aveda Flatiron Experience Center at 19th Street and 5th Avenue,

MORE INFORMATION

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and on West Broadway between Prince and Spring Streets. Water-On-the-Go stations will be available between 6:00 pm and 11:00 pm. Fountains will also be available during the remainder of Fashion Week. To find a full, downloadable schedule of Water-On-the-Go locations, visit www.nyc.gov/dep. Fashion's Night Out is a global initiative to promote retail shopping, restore consumer confidence and celebrate fashion. Stores throughout the city will keep their doors open until 11:00 pm, inviting shoppers for a fun, festive night of fashion and beauty.

Water-On-the-Go stations have been posted throughout the city to make drinking water easily available at outdoor public locations and events throughout the city this summer. The program Water-On-the-Go consists of new fountains set up in all five boroughs at public plazas, parks, greenmarkets and special events. The locations have been staffed by volunteers from Mayor Bloomberg's NYC Service program, GrowNYC — the sponsor of many of the city's Green Markets, participating Business Improvement Districts and City agency summer interns.

New York City drinking water is world-renowned for its quality. The Department of Environmental Protection performs more than 900 tests daily, 27,000 monthly, and 330,000 on an annual basis from up to 1,000 sampling locations throughout New York City. This work is in addition to 230,000 tests performed in the watershed.

Benefits of drinking NYC Water:

- ▶ **Healthy:** New York City tap water contains zero calories, zero sugar and zero fat. A typical 12-ounce can of soda contains about 150 calories and the equivalent of 10 teaspoons of sugar. Sports drinks, which are marketed as healthy alternatives, have as many calories as sugary beverages and usually contain high levels of sodium.
- ▶ **Affordable:** At approximately one penny per gallon, New York City water it is approximately 1,000 times less expensive than bottled water.
- ▶ **Sustainable:** Production of plastic water bottles for use in the United States uses 1.5 million barrels of oil a year — enough to power 250,000 homes or 100,000 cars all year. It takes more than three liters of water to produce each liter of bottled water.

Founded in 1978, Aveda creates high performance, botanically-based products for beauty professionals and consumers — while continuously striving to conduct business in an environmentally sustainable manner. To celebrate its second annual Fashion Night Out, Aveda's Flatiron, Grand Central, and Columbus Circle stores — as well as its Vandam Lifestyle Salon — will offer an array of green gifts, makeup touch-ups, and stress-relieving massages.

DEP manages the City's water supply, providing more than 1 billion gallons of water each day to more than 9 million residents, including 8 million in New York City. New York City's water is delivered from a watershed that comprises 19 reservoirs, and three controlled lakes. Approximately 7,000 miles of water mains, tunnels and aqueducts bring water to homes and businesses, and 7,400 miles of sewer lines take wastewater to 14 in-City treatment plants.

Related Links

- ▶ [Schedule of Water-On-the-Go Fountain locations \(PDF\)](#)
- ▶ [Online interactive Water-On-the-Go calendar](#)

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