



PHOTO INFO...

## Fall Foliage

Schoharie Reservoir - New York City Water Supply System

[SEARCH](#) [Advanced Search](#)[facebook](#)[flickr](#)[twitter](#)[Home](#)

### CUSTOMER SERVICES

[Ways to Pay Your Bill](#)[Account Information](#)[Customer Assistance](#)[Water Rates](#)[Property Managers and Trade Professionals](#)

### WATER UTILITIES

[Drinking Water](#)[Wastewater](#)[Stormwater](#)[Harbor Water](#)

### THE WATERSHED

[Watershed Protection](#)[Watershed Recreation](#)

### CITYWIDE INITIATIVES

[Regulatory Reform](#)[Environmental Education](#)[Conservation Programs](#)[Air Pollution Control](#)[Noise Codes & Complaints](#)

### BUSINESSES & PROFESSIONALS

[Forms & Permits](#)[Doing Business with DEP](#)[Asbestos Abatement](#)

FOR IMMEDIATE RELEASE

10-14

February 11, 2010

CONTACT:

Michael Saucier/Mercedes Padilla (718) 595-6600

Meg Robinson (Aveda)(212) 680-5830

## DEP, Aveda to Promote NYC Tap Water During Fashion Week

### "NYC Water on the Go" Stations in Manhattan Will Help Reduce Use of Plastic Water Bottles

Environmental Protection Commissioner Cas Holloway was joined by Aveda's Creative Director Antoinette Beenders today to announce a partnership to make New York City tap water (NYC Water) available for free at Manhattan locations throughout Fashion Week. New Yorkers and visitors to the City will be able fill their own reusable bottles with NYC Water from one of six "NYC Water on the Go" stations around the City. The goal of the initiative is to raise awareness about the waste that plastic bottles generate, and engage the fashion community to eliminate it.

"New York City tap water is among the highest quality and best tasting in the world," said Commissioner Holloway. "We are thrilled to work with Aveda, an environmental leader, to remind people that there is a great-tasting alternative to bottled water and the waste it generates — and it comes right out of the tap."

"Aveda is an activist brand at heart, so we are thrilled to partner with the New York City Department of Environmental Protection in being a force of change in helping to raise awareness of water issues," said Chuck Bennett, vice president of Aveda Earth and Community Care.

Working collaboratively to help reduce Fashion Week's environmental footprint, the Department of Environmental Protection (DEP) will set up "NYC Water on the Go" stations promoting NYC Water as an environmentally friendly alternative to bottled water. The stations will be installed at the following locations:

- ▶ **SoHo** (Broadway and Prince Street) – In front of Dean & Deluca
- ▶ **Union Square** (15th Street) – In front of Staples
- ▶ **Chelsea** (19th Street 5th Avenue) – In front of Aveda

### MORE INFORMATION

NYC Department of Environmental Protection  
Communications & Intergovernmental Affairs

59-17 Junction Boulevard  
19th Floor  
Flushing, NY 11373

(718) 595 - 6600

[Construction, Demolition & Abatement](#)

## ABOUT DEP

[Inside DEP](#)

[News](#)

[DEP Featured In...](#)

[Stories from DEP](#)

[Press Releases](#)

[Public Notices](#)

[Testimony and Public Comments](#)

[Capital Projects](#)

[Job Opportunities](#)

[Environmental Reviews](#)

[A to Z Index](#)

[Contact Us](#)

Store

- ▶ **Herald Square** (6th Avenue and 36th Street) – In front of Manhattan Mall
- ▶ **Times Square** (Broadway and 47th Street) – In front of Starbucks
- ▶ **Rockefeller Center** (5th Avenue and 49th Street)

[View an online map of these NYC Water locations.](#)

[View a slideshow of pictures from the event.](#)

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.

▶ [View all press releases](#)

▶ [Sign up to receive DEP press releases by email](#)