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DEP and Fishs Eddy Announce Marketing Partnership

Merchandise Promoting NYC Water Will Be Sold In-Store and Online; Agreement Comes During National Drinking Water Week

Environmental Protection Commissioner Cas Holloway and Fishs Eddy today announced a partnership to promote New York City's world-class drinking water through a line of NYC Water products. Glasses, coasters, T-shirts, and other merchandise bearing the NYC Water logo will be available in-store and online. The partnership came during National Drinking Water Week, an annual celebration to recognize the crucial importance of high-quality drinking water to public health and a sustainable city. A DEP Water-on-the-Go Station was set up at Fishs Eddy's store on 19th Street and Broadway, where patrons and the public can fill up on NYC tap water.

"Nine million New Yorkers enjoy New York City's high quality drinking water every day, and our partnership with Fishs Eddy will help to promote NYC Water as the healthy, sustainable and cost-effective drink of choice for residents and visitors alike," said Commissioner Holloway. "Mayor Bloomberg has made investments in our water infrastructure a priority so that New Yorkers can enjoy this irreplaceable resource for generations to come."

Fishs Eddy will feature a special display of NYC Water merchandise at its store to help promote the new line of products. The NYC Water merchandise includes glasses, coasters, bookmarks, postcards, decals, and T-shirts. They are available to the public immediately.

"We're so thrilled to work with the DEP on this project. It's a fun way for us to remind people that New York City has more than just great theater and shopping – it has the best tap water!" said Fishs Eddy owner Julie Gaines.

Fishs Eddy is a New York-based store located on 19th Street and Broadway in Manhattan, specializing in dinnerware, glassware, and flatware. Their merchandise is known for placing unconventional patterns like New York and Brooklyn skylines and NYC pedestrian images on glassware items.

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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, and residents of Ulster, Orange, Putnam and Westchester counties. New York City's water is delivered from a watershed that extends more than 125 miles from the City, and comprises 19 reservoirs, and three controlled lakes.

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