

Blue W Fact Sheet

Goal : Promote municipal tap water

Tactic : Get cooperating stores to serve as “virtual water fountains”

Method

1. Obtain instructions and Blue W stickers from www.BlueW.org or www.owsagottawa.org
2. Enter a potential store (which has a water tap) and ask if they would refill your re-usable water container.
3. If yes, then ask if they would like to make this a policy (explaining advantages).
4. If yes, then offer them a Blue W sticker and register them.
5. Offer to help them to post sticker at door entrance and answer any further questions.

If you're interested in getting involved, send a message to owsag.info@gmail.com to get more info on how to start.

If you would like more information about blueW, please contact the blueW Program Director – Evan Pilkington at evanp@bluew.org, (226) 979-0166, www.bluew.org