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## **HINT WATER KICKS OFF “MOMS AGAINST SUGAR WATER” CAMPAIGN URGING SCHOOLS TO ELIMINATE SUGARY BEVERAGES**

*Leading Healthy Beverage Company Initiates Sugar Reform in Schools  
Searching for the #1 Mom Against Sugar Water*

**San Francisco, CA (February 2010)** – HINT Inc., maker of all-natural, great tasting unsweetened essence water, launches the “Moms Against Sugar Water” campaign, their latest initiative to eliminate junk-filled drinks in schools across the country. This month, HINT will host a call-to-action for moms to petition sugary beverages in their child’s school. This forum will allow moms to not only voice their frustrations but also share and obtain information on nutritional changes in local schools.

HINT Water is one of few brands to have success in influencing school administration and penetrating the school lunch system. HINT’s persistence has paid off as many school districts within major states, including New York and California, have made HINT the official healthy beverage replacement for soda. While a major achievement, it’s a small dent when compared to the number of schools still serving high-calorie beverages to students. Through the “Moms Against Sugar Water” campaign, mothers can have a voice and make an impact in eliminating sugary beverages in schools once and for all.

“‘Drink Water Not Sugar’ is the company mantra which reinforces the #1 nutrition rule, ‘Don’t Drink Your Calories,’” says Kara Goldin, CEO of HINT Inc. “The ‘Moms Against Sugar Water’ campaign is our next big bang encouraging healthier options for kids and better nutrition in schools. Now with government funded initiatives like Michelle Obama’s “Let’s Move” program, campaigns like ours will become even more significant.”

Whether your child can’t go a minute without hitting the vending machine or refuses to drink anything but soda, HINT wants to hear about it! By submitting a wall post on HINT’s Facebook Fan page ([www.facebook.com/drinkhint](http://www.facebook.com/drinkhint)) moms will automatically be entered for the chance to win a year supply of HINT water and a donation of 100 cases to their child’s school. HINT’s team of celebrity nutritionists and fitness trainers will then determine the grand prize winner, “the #1 mom against sugar water”. For official rules and more information check out HINT’s Web site at [www.drinkhint.com](http://www.drinkhint.com).

### **About HINT**

HINT, whose mantra is Drink Water, Not Sugar® is the brainchild of Kara Goldin, a San Francisco mother of four who was seeking a refreshing, unsweetened and no calorie beverage to give her family. Her simple solution – HINT Essence Water. Launched in

2005, Kara developed HINT in response to the growing wall of sugary juices and sodas. HINT is at the heart of a healthy lifestyle™, and is available in many delicious flavors including Blackberry, Watermelon, Pomegranate-Tangerine, Mango-Grapefruit, Strawberry-Kiwi and Raspberry-Lime. HINT, national sponsor for the Women's Professional Soccer League, can be found in fine grocery stores, including Whole Foods, Stop & Shop, Dean & DeLuca, additional retailers all over the United States or purchased online at [www.drinkhint.com](http://www.drinkhint.com).