



better water. pure and simple.™

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FOR APPROVAL:

Kids₂O

Healthy hydration should start at a young age

What is 75 percent water and absorbs ten times the amount of contaminants than their older counterparts? The answer: children.

It is vital that the water you choose to drink is the purest you can find, especially for your children. Beginning during pregnancy, water has a crucial impact on your baby's health and development. With that attitude in mind, local Culligan dealers stress the importance of minimizing contaminants in water with a home filtration system.

In fact, many parents are not aware that water improves the digestive function, increases energy levels and even protects children against certain illnesses in adulthood.

According to the parenting Web site babyGROE, water in its purest form may even help alleviate symptoms of asthma, eczema and other pollution-related health problems.

It is no secret that young children are tempted with drinks loaded with sugar, and rarely ask for a glass of water. Most kids choose soda or Kool Aid—not surprising considering some area's tap water carries an unpleasant taste and odor due to contaminants, like chlorine. Culligan dealers are quick to point out that when the water simply tastes good, it starts a healthy chain reaction, and your kids will be reaching for water instead of soda in no time.

Tips to get kids to more drink water:

- Serve water cold
- Make ice using fun-shaped ice cube trays
- Purchase a special cup that the child knows will be used only for water
- Serve with colorful, bendy straws

Founded in 1936 by Emmett Culligan, Culligan continually develops new technologies to treat hard water and rid water contaminants. All products have been perfected through research and development, set standards in the water treatment industry, and are used by homes and businesses worldwide.

For more information or to set up an interview, contact Peter Raisch at 608-288-9000 ext. 141 or at praisch@kennedyc.com.

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