



CASE STUDY

GEORGIA COLLEGE FOCUSES ON RELIABLE HYDRATION
WITH BRITA® HYDRATION STATIONS®

 **BRITA**®
HYDRATION STATION®

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Milledgeville, Georgia

BACKGROUND

With sustainability at the forefront of many school's daily operations, it has become a common expectation to everyday student living. Consistently, installations of bottle fillers are providing an initial step towards larger sustainability efforts. And Georgia College is no exception. Since 2009, Georgia College's Sustainability Council has been committed to identifying and encouraging initiatives that will continually develop the campuses efforts to improve its environmental footprint.

OBJECTIVE

University Housing was looking to provide a unique and dependable bottle filler to encourage decreased consumption of single-use plastic bottled water. An important decision driver was finding a solution that students could trust and immediately start using.

SOLUTION

After researching various options including retrofitting drinking fountains, Georgia's University Housing found the unique Brita® Hydration Station® at a conference. "Brita Hydration Stations were a perfect fit," said Housing Marketing Coordinator Cindy McClanahan, "Brita provided a flexible product and a name our students recognize and are comfortable with." The University installed a Brita® Hydration Station® in each of the residence halls near the main entrance making for easy access to fill up.

RESULTS

Although staff thought the novelty might wear off as after the first few months, the units continue to see steady use. During Fall orientation, the units are promoted through poster campaigns implemented to target new and existing students and staff. McClanahan expressed how the Brita® Hydration Stations® "have been a great addition to the school's amenities. We love the Hydration Stations!"

ABOUT BRITA® HYDRATION STATION®

Brita® Hydration Stations® offer users the benefits of great-tasting, Brita® filtered water at a variety of away-from-home locations without the waste and cost of bottled water. The multiple product options transform regular tap water into healthier* drinking water using a certified advanced filtration system. Brita® Hydration Stations® are certified according to NSF/ANSI Standards 42 & 53 for the reduction of chlorine (taste and odor), lead, and 99.99% of cysts.

*Certified to reduce Lead & Cysts. Substances reduced may not be in all users' water.

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