



Niagara Cares Announces Partnerships to Restore and Protect Vital Waterways in the West and Southwest of the U.S.

The Philanthropy of Niagara Bottling Aims to Restore Watersheds, Promote Good Water Practices and Ensure Access to Clean Water for Generations to Come

Diamond Bar, Calif. (Oct. 9, 2024) – **Niagara Cares**, the philanthropy of [Niagara Bottling, LLC](#), the family-run beverage company that has hydrated America since 1963, is partnering with key organizations to promote responsible water usage, protect water as a vital resource, and restore watersheds in the West and Southwest regions of the U.S. With the **Arbor Day Foundation**, the **National Forest Foundation**, and **Colorado Water Trust**, Niagara Cares will engage local Team Members, community members and municipalities through volunteer efforts and other initiatives to support water ecosystems.

Their work will focus on restoring the natural ecosystems feeding the Colorado River and Rio Grande, rivers that supply fresh water to multiple states and millions of people. The region is also facing ongoing environmental pressures, such as wildfires, drought and habitat loss. From planting trees that filter runoff and protect riverbanks to restoring streams that guide water to rivers and replenish drought-prone waterways, Niagara Cares is committed to safeguarding water in this region from every angle.

“At Niagara, we are dedicated to protecting water as a vital resource and creating healthy, hydrated communities,” said Ann Canela, director of corporate giving of Niagara Bottling. “These rivers are essential to multiple states in the West and Southwest and we have partnered with experts who understand how to make meaningful improvements in these ecosystems. Our joint efforts, including planting 125,000 trees, are a meaningful step toward improving river flow and making our communities green and biodiverse for generations to come.”

Niagara Cares and the [Arbor Day Foundation](#), the largest nonprofit membership organization dedicated to planting trees, have already begun crucial work around the Colorado River Basin to restore green spaces and protect high-risk watersheds. In 2024 alone, they have planted **over 20,000** trees and shrubs across the Southwest and in Missouri, and are aiming to plant an additional **125,000 trees** this year. This impactful work will bring in fresh air, reduce carbon emissions, restore areas affected by wildfires, and aid in filtering stormwater runoff.

In tandem, Niagara Cares and the [National Forest Foundation](#), a Congress-chartered organization dedicated to protecting and restoring national forests and grasslands, are partnering to restore and safeguard another watershed: the Rio Grande. This work will focus on the section that flows through Santa Fe, New Mexico, and will aim to establish restoration sites throughout northern New Mexico. Together, they will restore over **7 miles of streams**, build **100 new artificial dams**, and install **125 new log structures**, all of which will help increase the quantity and quality of water in the Rio Grande watershed.

Niagara Cares and [Colorado Water Trust](#), the pre-eminent environmental water expert in Colorado, are teaming up with water rights owners to redirect water to ensure Colorado rivers and streams flow at healthy levels throughout the year. Due to drought and low water flow, the organizations are focusing on Slater Creek and the Crystal River, adding much needed water to improve river habitats, support the local community and benefit the local economy. The project, which is a partnership between Niagara Cares, Colorado Water Trust and a local rancher in the Slater Creek watershed, will restore **up to 130 million gallons** of water and **over 320 acre-feet of water** to the creek. Earlier this year, the organizations utilized water diversion tactics to boost flows in the Crystal River resulting in **over 38 million gallons** of water restored and over **119 acre-feet of water** added to the river.

Through these impactful partnerships, Niagara Cares is advancing its mission to protect and restore essential water sources for the benefit of both the environment and the communities that depend on them. By focusing on long-term sustainability and community engagement, Niagara reaffirms its commitment to preserving clean and hydrating water and is working to ensure that future generations will continue to enjoy the vital benefits of these waterways.

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Niagara Cares is the heart of what we do and who we are at Niagara Bottling. For more than 60 years, we have been making a difference for our Team Members, consumers and communities through philanthropic giving, volunteering, water donations and disaster relief. As a family-owned business, we are committed to creating meaningful change for our communities through a spirit of giving back both big and small. For more information, visit niagarawater.com/niagara-cares.

Niagara Bottling, LLC has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading U.S. beverage manufacturer, Niagara Bottling works closely with some of the largest retailers, grocers, club and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit www.niagarawater.com.

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