



Niagara Cares and the Arbor Day Foundation Partner to Increase Green Spaces Across the U.S. and Address Watershed Restoration in the Colorado River Basin

This Arbor Day, the Two Organizations Double Down on their Commitment to Planting Trees

Diamond Bar, Calif. (April 26, 2024) – To celebrate Arbor Day, **Niagara Cares**, the philanthropy of [Niagara Bottling, LLC](#), the family-run beverage company that has hydrated America since 1963, and the [Arbor Day Foundation](#), the largest nonprofit membership organization dedicated to planting trees, announce they are teaming up to restore green spaces and protect high-risk watersheds, with a particular focus on the Colorado River Basin.

Trees filter pollutants, stimulate nutrient cycling and prevent erosion. In 2024 alone, Niagara Cares has already planted **over 20,000** trees and shrubs across the Southwest and in Missouri with the Foundation, beautifying public spaces, bringing in fresh air, and reducing carbon emissions and stormwater runoff.

“At Niagara, we believe in creating vibrant, healthy communities,” said Ann Canela, Director of Niagara Cares. “We are proud to join the Arbor Day Foundation to bring trees and shrubs to areas across the U.S., particularly in the critical Colorado River Basin. Through these projects, our volunteers can show their support for their communities as we protect watersheds, create green spaces and foster biodiversity.”

Niagara strongly believes in supporting communities they serve, championing healthy lifestyles with quality hydration since the company’s founding. The Southwest Reforestation Project as a whole has restored **nearly 250 acres** in Arizona and New Mexico. The project is projected to sequester **over 4,500 tons** of carbon dioxide, remove **nearly 40 tons** of air pollution, and avoid **over 350,000 gallons** of water runoff. The project also engaged local groups including K-12 students, conservation corps, and other community organizations - providing valuable learning experiences for tens of thousands of individuals.

“Trees are essential in transforming our planet through providing habitat for animals, helping to clean our air and water, and helping to lower temperatures in cities.” said Katie Loos, President of the Arbor Day Foundation. “We are proud to partner with Niagara Bottling to positively impact the American Southwest and help rebuild forests of great need.”

This Arbor Day, the Niagara Cares and the Arbor Day Foundation partnership is just getting started. In 2024, local Niagara volunteers will also help plant and distribute trees in California, Texas, Colorado, Pennsylvania, Florida, Utah and Ohio.

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.

About the Arbor Day Foundation

Founded in 1972, the Arbor Day Foundation is the largest nonprofit membership organization dedicated to planting trees. Together with our partners, we have helped plant more than 500 million trees in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival. Through our members, partners and programs, the Arbor Day Foundation inspires people across the globe to plant, nurture and celebrate trees. More information is available at arborday.org.

Media Contact

Marvin Roca Jr.

marvin@therosegrp.com