



Niagara Bottling and Friends of the Los Angeles River Announce Year-Long Water Stewardship Partnership

The Two Organizations Team Up Beginning on World Water Day to Support the LA River, Ensuring Clean Water is Top of Mind

Los Angeles (March 22, 2024) – Today, [Niagara Bottling](#), LLC, the family-run beverage company that has hydrated America since 1963, and [Friends of the LA River \(FoLAR\)](#), the nonprofit organization that builds capacity for Angelenos to advocate for nature, climate and equity on the Los Angeles River, begin a year-long partnership to bring water stewardship and community engagement to the LA River and the LA River Watershed.

The Los Angeles River is crucial to the greater LA region. It has historically provided water for and been the home of the Indigenous Gabrieleño-Tongva, Fernandeano Tataviam, Gabrieleño-Kizh, and Chumash people, played a large role in the establishment and growth of the city of Los Angeles, and supports diverse wildlife, habitats, and local climate resilience. The two organizations will work together to enhance the River, working toward a dynamic and sustainable ecosystem that helps mitigate flood risk, cools urban temperatures and creates more recreational opportunities for the region's collective well-being.

"At Niagara, we strongly believe in protecting and revitalizing watersheds, not just on World Water Day, but all year round," said Ann Canela, director of Niagara Cares, the company's charitable organization. "With Friends of the LA River, we can directly engage the communities we serve in a way that enhances their quality of life and makes sustainability a priority. And as a Southern California-based company, we are excited to work with an organization that is having such a major impact on our region."

This year's grant will allow Niagara and FoLAR to host many civic events and programs including:

- **Day of Discovery Program** - 250 students in the Los Angeles region will experience a field trip with dynamic hands-on education at the LA River. This program will result in 1,000 student learning hours.

- **Source to Sea Program** - Over 50 students in the Los Angeles region will experience an LA River hands-on field trip, in-class lessons on the River's history and biodiversity, and an interactive school visit from FoLAR's educators. This program will result in over 375 student learning hours.
- **River Fellows Program** - Niagara is sponsoring one fellow for a full year. This is an 84-hour paid fellowship that provides equitable access to green spaces and pathways to eco-STEAM jobs for 9th-11th graders, prioritizing Title 1 schools and students adjacent to the LA River.
- **Habitat Restorations** - Over 18,000 gallons of invasive species will be removed by over 330 volunteers. Restorations include removing invasive vegetation, planting native species and restoring acres of natural habitat.
- **CleanUp** - Over 160 volunteer hours will be dedicated to FoLAR's annual Great LA River CleanUp, removing approximately 1,000 pounds of trash from the LA River.
- **Community Education** - Eight community education events will be hosted throughout the year to bring over 150 Angelenos to the LA River, including learning opportunities about its history, present and future.

Since 1986, FoLAR has been on a steady path forward to improve the River, its surrounding environment, and surrounding communities, bringing over 75,000 Angelenos to the River through free and accessible programs focused on environmental education, youth eco-workforce development, monthly habitat restoration days, River CleanUps, community education events, and policy and advocacy that prioritizes access and equity in nature.

“Meaningful and long-lasting organizational partnerships are critical to achieving FoLAR’s mission along the LA River and with LA communities. We’re excited to partner with Niagara Cares as we work toward an impactful year on the River with their support,” said Jason Schlatter, Chief Development Officer at FoLAR.

Niagara will also join FoLAR during their major milestone events of the year: **FoLAR’s first-ever [Earth Day Event Series](#)**, the **3rd Annual River Fest**, and the **34th Annual Great LA River CleanUp**. Together, the two organizations will prioritize the LA River and make it one that residents and visitors alike respect and enjoy.

About Niagara Bottling

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 water, tea, sports drinks and vitamin-enhanced waters. For more information, visit www.niagarawater.com.

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.

About Friends of the Los Angeles River (FoLAR):

Friends of the Los Angeles River (FoLAR) is a 501c3 nonprofit whose mission is to build capacity for communities, students, and future leaders to advocate for nature, climate, and equity on the Los Angeles River. Since 1986, FoLAR has been a leading force in educating youth, guiding policy, and connecting communities to the River. For more information, visit <https://folar.org>.

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