



*FOR IMMEDIATE RELEASE*

**CUPANION WINS THE SOCIAL RESPONSIBILITY AWARD AT THE CANADA POST E-COMMERCE INNOVATION AWARDS**

The Social Responsibility Award valued at \$150,000 includes brand exposure from Canada Post media channels

**GUELPH, ON | September 30, 2019** - Cupanion is pleased to announce it has been awarded the Social Responsibility Award at this year's Canada Post E-Commerce Innovation Awards.

“We are honoured to be acknowledged nationally, and I’m proud of our small but mighty team that never waver from our mission and purpose,” says Cupanion’s founder and CEO Matt Wittek. “This award will help us continue to reach our goal of bringing clean water to people who need it the most.”

The Canada Post E-Commerce Social Responsibility Award recognizes an exceptional leader in charitable or community engagement work, a company dedicated to social change, accessibility or environmental issues. The winner supports programs designed to encourage their customers to get involved. The winner is a company that sets the bar for corporate social responsibility and a sustainable future.

Cupanion, the Guelph organization behind the Fill it Forward Initiative will receive a prize of \$150,000 in shipping credits and direct marketing including branding on the Canada Post fleet,

exposure through Canada Post digital channels and a half-page advertisement in Canada Post's Delivering the Online World magazine.

To learn more about the Canada Post E-commerce Innovation Awards click [here](#).

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### **About Cupanion**

Every time you refill, Cupanion gives clean water to a person in need. Fill it Forward. At Cupanion we believe in a healthy planet and clean water for all. We've created a product that makes giving water as easy as drinking water. Our hope is that every time you refill a Cupanion product, you appreciate the value of clean water and celebrate the positive impact you're making by choosing to reuse.

**Website:** [www.cupanion.com](http://www.cupanion.com)

**Facebook:** [@Cupanion](#)

**Twitter:** [@Cupanion](#)

**Instagram:** [@Cupanion](#)

**Youtube:** [@Cupanion](#)

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