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FILL IT FORWARD LAUNCHES ALWAYS GIVING COLLECTION, ANNOUNCES FUNDRAISING GOAL OF \$100,000 TOWARDS CHARITABLE PARTNERS AROUND THE WORLD

The Collection is the latest product series developed to make a bigger charitable impact — launching Fall 2020

GUELPH, ON | October, 2020 — Fill it Forward, a Canadian company inspiring the world to reuse through its sustainable products, interactive technologies and global giving initiatives, celebrates the launch of the *Fill it Forward — Always Giving Collection*. Inspired by the need to give, especially during these unprecedented times, Fill it Forward has stepped up its support efforts for the charitable sector with the development of the *Always Giving Collection*. The company’s goal of raising \$100,000 for its charitable partners makes the Collection its largest single giving initiative to date.

With its unique products and continuous giving model, the Always Giving Collection makes a statement no other gift can. Featuring project locations from around the world, each purchase of a reusable Cupanion bottle from the Collection unlocks a five-dollar charitable donation toward the \$100,000 fundraising goal. Plus the free Fill it Forward app experience allows users to track their environmental impact and support additional projects every time they fill up their bottle.

“As a company, we at Fill it Forward have always been passionate about giving — but with a changing philanthropic landscape due to the global pandemic, we haven’t been able to give as much as we have in the past,” said Matt Wittek, Founder and CEO of Fill it Forward. “We developed the *Always Giving Collection* as a way to raise additional funds for our charitable partners who give so much to ensure that entire communities are supported through clean water infrastructure.”

Due to the impact of COVID-19 on the global population and a shift in means to engage in charitable initiatives, corporations and consumers have struggled to fulfill their philanthropic and corporate social responsibility goals. As a result, almost all global and local charitable organizations have reported being negatively affected by COVID-19 — facing a steep decline in contributions,

increased costs, broken supply chains, staffing and operational inefficiencies, government and travel restrictions and an inability to meet the expectations of those served.

Specifically in relation to world water projects, charitable organizations have been faced with a significant challenge — the impact of coronavirus where they work has left populations without access to clean water and soap for proper hygiene and sanitation. This creates a higher risk of illnesses and diseases spreading.

The *Always Giving Collection*'s first series, the *Clean Water Series*, allows consumers to support global clean Water, Sanitation, and Hygiene (WASH) programs in five locations: USA, Canada, India, Ethiopia, and the Dominican Republic. Fill it Forward's future plans for the Collection will see different product series developed and created to support additional charitable projects.

Suitable for both corporate and consumer gifting, the *Always Giving Collection* is a compelling alternative to traditional gift gifting. The Collection provides consumers with the unique opportunity to not only give back to their employees and loved ones, but to also make a lasting impact on the world.

"The *Always Giving Collection* allows gift-givers and corporations to give a gift that keeps on giving, one that makes a significant contribution with the small act of its purchase," said Wittek. "We're bringing innovation together with environmental and social responsibility to inspire action around the world, and hope our communities will join us in making an \$100,000 impact."

For more information, visit [Fill it Forward](#) to learn about the *Always Giving Collection* and the company's fundraising goals.

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ABOUT THE FILL IT FORWARD COMPANY

The Fill it Forward Company is inspiring people to reuse. Through innovative products, sustainable solutions and global giving initiatives, it educates and empowers people to make environmentally and socially responsible choices. We are amplifying the impact of reuse to help people and the planet.

Website: fillitforward.com

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