Poland Spring® Brand 100% Natural Spring Water Hydrates the City of Boston This Marathon Monday

Poland Spring® is the official bottled water of the 116th running of the Boston Marathon

Poland Spring gets in the game at Fenway

BOSTON, April 16, 2012 /PRNewswire/ -- Poland Spring® Brand 100% Natural Spring Water is saturating Boston today, whether you’re running the marathon or doing something decidedly less taxing, taking in the game at Fenway. The iconic spring water is once again hydrating the passionate runners of the 2012 Boston Marathon as they make their way to the finish line, and also hydrating the passionate fans of the Red Sox!

(Logo: http://photos.prnewswire.com/prnh/20110601/NE11713LOGO )

Poland Spring has been supporting the Boston Marathon since 2008 and is excited to once again be a part of this prestigious road race event. Today, Poland Spring® Natural Spring Water will be the exclusive water supplied at both the start and finish lines. Water will also be available along the course at official hydration stations, including the Poland Spring Hydration Station at Mile 19, where Poland Spring will provide cups of water and live DJ entertainment to help encourage the runners and cheer them on as they pass by.

“We’re proud to be the Official Bottled Water sponsor of the Boston Marathon,” says Kevin Cleary, Marketing Manager, Sponsorship and Promotions at Nestle Waters North America. “We know how important it is for runners to stay hydrated, and we’re excited to be a running partner for all those participating in this year’s race.”

Poland Spring has also teamed up with elite marathon runner, Josh Cox, to promote the brand’s highly-valued vision of healthy living habits, including fitness and hydration. “Water consumption is essential to all athletes,” says Cox. “Poland Spring is an important part of my workout routine and hydration is vital to success in the marathon – particularly one as demanding as the Boston Marathon.”

Throughout the training season, Poland Spring supported and inspired runners through the Marathon Runner’s Resource, a website developed for Poland Spring where runners can gather training and hydration tips from Josh Cox, learn about local running events and keep track of their personal progress.

For those of us who’d rather watch the athletes than participate as athletes, Poland Spring will be a part of today’s Boston Red Sox game against Tampa Bay. Once again, the Poland Spring brand has organized Fenway Park’s Green Team, a group of fans dressed in Green Team materials who walk through the aisles in between innings to collect recyclables. Additionally, Poland Spring will provide recycling bins throughout the concourse.

For more information, please visit Poland Spring on Facebook at http://www.facebook.com/polandspring.

About Nestle Waters North America
With 35-years of experience with healthful hydration in the bottled water segment, Nestle Waters produces six regional spring water brands in the U.S., distributes three international brands and produces Nestle® Pure Life®, its nationally distributed purified bottled water. Sales for Nestle Waters North America topped $4 billion in 2011. The company’s dedication to quality, employee development, seeking to bring shared value to communities, and its commitments to environmental stewardship, especially in the areas of water use, energy and packaging, has led Nestle Waters to the number one bottled water position in the U.S.
About The Boston Marathon
Established in 1887, the Boston Athletic Association is a non-profit organization with a mission of managing athletic events and promoting a healthy lifestyle through sports, especially running. The B.A.A.'s Boston Marathon is the world's oldest annual marathon, and the organization manages other local events and supports comprehensive charity, youth, and year-round running programs. Since 1986, the principal sponsor of the Boston Marathon has been John Hancock Financial Services. The Boston Marathon is part of the World Marathon Majors along with the Virgin London Marathon, BMW Berlin Marathon, Bank of America Chicago Marathon, and the ING New York City Marathon. Nearly 50,000 runners will participate in B.A.A. events in 2012.

SOURCE Nestle Waters North America