



**For Immediate Release:**

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**HELP OF SOUTHERN NEVADA, WHOLE FOODS MARKET AND REAL WATER  
TEAM UP FOR “HELP20” BOTTLED WATER CAMPAIGN**

*Second annual campaign aims to provide area homeless with relief during the hot summer months*

**Tweet it:** #HELP20 Visit any #Vegas [@WholeFoods](#) to donate bottled water. Also, for every [@RealWaterNow](#) bottle bought a bottle will be donated!

**Las Vegas, NV** – [HELP of Southern Nevada](#)’s “HELP20” campaign encourages Southern Nevadans to help protect homeless residents from the dangers associated with the summer heat by donating bottled water at any Las Vegas area Whole Foods Market June 1 through August 31. Additionally, for every bottle of Real Water brand purchased at Whole Foods Market during the campaign, the Nevada-based Real Water company will donate a bottle of Real Water.

Those looking to donate bottled water can do so by visiting Whole Foods Market Tenaya (7250 W. Lake Mead Blvd.), Town Square (6689 Las Vegas Blvd.), Henderson (100 S. Green Valley Parkway) and Fort Apache (8855 W. Charleston Blvd.). All four locations will serve as collection points for HELP of Southern Nevada. Bottled water donations can be purchased in-store and donated or purchased elsewhere and dropped off. The water will be collected on a regular basis and distributed to area homeless.

Real Water is making it even easier this year for shoppers to contribute to the “HELP20” campaign. For every bottle of Real Water purchased during the campaign at any Las Vegas area Whole Foods Market, Real Water will donate a bottle to the drive.

“Last year we were able to collect and distribute 14,784 bottles of water,” remarked HELP of Southern Nevada President and Chief Executive Officer Terrie D’Antonio. “I believe that this year will be an even bigger success, and am excited about what we will be able to achieve. The rising summer temperatures pose a real threat to our homeless population.”

Additionally, those looking to make a monetary donation will be able to do so by tossing their change into branded HELP of Southern Nevada change jars at all four of Whole Foods Markets' Las Vegas area locations or by submitting a donation through the nonprofit's website at [www.helpsonv.org](http://www.helpsonv.org).

For more information please contact Abby Quinn at [aquinn@helpsonv.org](mailto:aquinn@helpsonv.org) or 702-836-2130.

### **About HELP of Southern Nevada**

HELP of Southern Nevada operates nine departments, consists of 97 employees and serves more than 103,000 unduplicated clients each year. The services HELP provides assist low-income families, homeless teens and adults among other individuals, to become more self-sufficient through direct services, trainings and referrals. Programs available include Shannon West Homeless Youth Center, Emergency Resources, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center, Holiday Assistance, Nevada 2-1-1 and Homeless Outreach. For more information, call HELP of Southern Nevada at 702-369-4357 or visit [www.helpsonv.org](http://www.helpsonv.org).

### **About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://wholefoodsmarket.com), NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 73,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 15 consecutive years. In fiscal year 2012, the company had sales of \$11.7 billion and currently has more than 340 stores in the United States, Canada and the United Kingdom.

### **About Real Water®**

Our headquarters are located in Las, Vegas Nevada with an additional bottling plant in Tennessee. We are a socially conscious company with the purpose of: Elevating our customer's lifestyle with better health and nutrition by creating awareness and the use of our proprietary E2 Technology®, making Real Water® the only stabilized, alkalized, negative ORP, antioxidant water on the market today! Our staff believes in this purpose and work hard every day to help our customers lead a better life with improved health. Our premium bottled water is quickly becoming the first choice for athletes, celebrities, and those seeking better health. Taste and feel THIS difference! Real Water® outpaces all key competitive brands in % growth and total distribution points in the natural channel, and is currently the 2nd largest enhanced water brand in the natural retail, growing faster than any of the top 10 brands. For more information call 702-310-5437 or visit [www.DrinkRealWater.com](http://www.DrinkRealWater.com)

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