



Brita Water *Research Institute*

THE BRITA WATER RESEARCH INSTITUTE STORY

The BWRI was incorporated in January 2005 as a not-for-profit, independent science and education organization focused on improving public health and well being by expanding knowledge about quality drinking water. The Brita Products Company funds the BWRI through an unrestricted research and education grant for the purposes of advancing our understanding of the relationship between water and health.

The BWRI was the dream of some visionary business people at The Clorox Company and The Brita Products Company who understood the necessity of providing resources to advance research on water and health for the benefit of all people. Without the vision and dedication of Scott Weiss (former General Manager of Brita) and Jim Mitchell (former Director, Research and Development of Brita) the BWRI would not exist. The BWRI is very grateful for the continued and unwavering support of Gregory S. Frank, General Manager of Brita, and of the Brita Leadership Team, without whose confidence and direction, none of this work would have been possible.

In just a little more than twelve months, the BWRI has evolved from a concept to a reality with an office, staff, the Health and Scientific Advisory Board and an Executive Board of Directors, some accomplishments, and a plan for the national launch! The formal public launch of the BWRI takes place on April 19, 2005 at the Sofitel Hotel in Chicago, Illinois.

The purpose of the formal public launch is to announce the mission and the vision of the BWRI to the scientific and regulatory communities, the water industry and the general public. Like those who created the BWRI, we are committed to big dreams and to work that will improve the health of people around the world by improving the water they drink. Understanding the relationship between drinking water and good health is vital to our world's public health, as access to potable drinking water is a cornerstone of improved public health. Public health experts assert that (1) vaccinations for childhood illnesses, (2) modern sewer systems and (3) access to potable water have increased the lifespan and improved the general health of people more than any other advancement in the field of medicine.

We, at the BWRI, want to ask questions, fund research, offer information and insights that challenge and encourage us to provide adequate quantities of high quality drinking water to people everywhere. We need to push the envelope to understand how water can improve our general health, as well as the risks that water may present to each of us. Questions about the relationship and health effects of pollutants and organisms in our drinking water supplies must be explored as our world become more congested and connected. We need to understand the impact of water consumption on the development of young children and the later onset of illnesses and conditions, like diabetes and obesity, as well as the impact for vulnerable groups including the aged and the immuno-compromised.

Most people have little information about their local water systems, other than they like or do not like what comes out of the faucet or that the cost of their water has increased or is too high. The BWRI is committed to improving the level of public information about drinking water systems here and around the world. How can we improve communications and information flow between the water industry and the consumers? What do people need to know? How can we help them to understand and evaluate the available information? The BWRI will ask hard questions and will be a stimulus to advancing research, encouraging dialogue and diffusing information.

For more information, please visit www.BWRI.org.