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Essentia Water Launches ‘Hydration Specialists’ Brand Ambassador Program in New England

Three fitness influencers from Boston area become first ambassadors of the functional water brand

(Bothell, Wash.) July 30, 2014 – Essentia® Water, the leading alkaline water brand in the United States, announces the launch of its brand ambassador program with the signing of Sarah Dussault, Goldie Graham and Jennifer Phelan in the Boston metro area. These ‘Hydration Specialists’ will educate their community on the importance of staying hydrated and the benefits of Essentia Water, attend health and fitness events on behalf of the brand, and have a presence on Essentia’s website and social media.

Sarah Dussault is a fitness blogger/vlogger who has become a trusted resource nationally. She is one of YouTube’s most viewed fitness guru’s, with 180,000 subscriptions to her channel YouTube.com/SarahFit and over 130 million views. She has also been named one of the top 10 fitness channels to follow by Mashable, Teen Vogue and FabFitFun. Dussault has been featured in Self, Teen Vogue, Boston Magazine, the Boston Globe and more. Her book “Get Skinny Again,” chronicles the best fitness routines to get back to an ideal weight.

Goldie Graham is a nationally acclaimed yoga and fitness instructor. She teaches yoga throughout the U.S. at studios, leading workshops and at events like the Wanderlust Yoga festival. Teaching for five years, Graham’s classes are known to sell out quickly. In 2012, Graham was named ‘Best of Boston’ yoga instructor by Boston Magazine and has been featured in publications like Yoga Journal magazine. In addition to her work as a yoga instructor, Graham is an avid runner and has been featured on the cover of Runner’s World and Runner’s World Holland. Along with her husband, Brogan Graham, Graham has launched ‘More Movement,’ a yearly fitness event that is aimed at getting the city of Boston moving.

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Jennifer Phelan is known throughout Boston as the Pilates guru. An instructor for 10 years, she works with some of Boston’s finest including athletes, dancers and pre and postnatal clients. Based out of Equinox Fitness, Phelan also teaches at studios throughout the city and hosts several free classes throughout the year that attract hundreds of Bostonians. Her Pilates Fusion class was awarded “Best Exercise Class in Boston” by the Improper Bostonian Magazine, and she’s been named the Pilates Instructor of the Year in Boston by Rate Your Burn and ranked no. 1 on Boston’s A-List in 2012. Her commitment to bringing fitness and good health to the people of Boston earned Phelan recognition as one of 50 Bostonians ‘On Fire’ by Bostinno.

“Our brand is built on the belief that proper hydration is the foundation for good health because it helps to restore and balance one’s body and life,” said Paul Curhan, Essentia’s vice-president of marketing and innovation. “Sarah, Goldie and Jennifer have established themselves as role models in their community. With their expertise in health and fitness, they will help Essentia to educate consumers in a grassroots way while continuing to serve as an inspiration.”

Essentia is set to expand their brand ambassador program to additional markets as the brand gains broader distribution and availability. ‘Hydration Specialists’ will help educate their community about hydration and the benefits of Essentia Water, as well as continue their work to spread a fit, healthy lifestyle to every corner of America.

About Essentia
Essentia Water, LLC launched its hydrating alkaline water in 1998. The first functional bottled water offered in the United States, Essentia is the no. 1 selling bottled water brand in the natural channel and the fastest growing top 10 premium bottled water brand in the grocery channel. Essentia is hydration perfected™, created using a proprietary process that results in an electrolyte-enhanced water with an alkaline 9.5 pH. Easily absorbed in the body, Essentia hydrates, restores and balances to promote optimal health. Headquartered in Bothell, Wash, Essentia is available at natural foods markets and grocers throughout the United States, and online at Amazon.com.

To learn more about Essentia, please visit www.essentiawater.com. Or connect with Essentia on Facebook, Twitter or Instagram.

For more information, please contact:
Forte PR for Essentia Water
Stephanie Forte, steph@forteprlv.com, c. 702.596.9866
Kristin Brocoff, kristin@forteprlv.com, c. 949.400.4899, o. 702.898.2547
Allie Mandel, allie@forteprlv.com, c. 408. 667-6762, o. 702.898.2547