



### TAPPED "GET OFF THE (H2O) BOTTLE TOUR KICKS OFF ON WORLD WATER DAY 2010

Los Angeles, CA (March 16, 2010) – The award-winning documentary *Tapped* is embarking on an eco-aggressive 30-day/30-city cross country tour to get Americans “Off the Bottle.” Beginning World Water Day (March 22nd) *Tapped*'s Producer Sarah Olson and Director Stephanie Soechtig will take their mobile showroom on the road, collecting pledges from people to reduce their bottled water use and trading empty plastic water bottles for reusable stainless steel Klean Kanteens. This mobile translucent recycling container will begin the “Get Off The (h2o) Bottle” tour in Los Angeles with an empty cabin that will be filled with the public's empty water bottles by the time the team ends up in New York City on Earth Day (April 22<sup>nd</sup>, 2010).

Director Stephanie Soechtig says about the tour, “1,500 bottles of water end up in landfills every second – that's 30 million bottles of water a day! We wanted to show people just how much waste is generated by bottled water - so if that means we have to drive city to city to get the point across than that's what we'll do!”

The tour - consisting of 30 scheduled screenings of *Tapped* followed by a town hall Q & A - will kick off in Los Angeles on March 22nd en route to New York City. The Tapped truck can be tracked online as the Tapped website will be overhauled - featuring celebrity guest columns by Ed Begley Jr and David de Rothschild, a public service announcement by Grammy Winner Jack Johnson, and daily videos and bonus clips from the film.

The stops along the tour will include San Diego, CA (March 22<sup>nd</sup>), Tempe, AZ (March 23<sup>rd</sup>), Tucson, AZ (March 24<sup>th</sup>), Santa Fe, NM (March 26<sup>th</sup>), Salida, CO (March 27<sup>th</sup>), Denver, CO (March 30<sup>th</sup>), Boulder, CO (March 31<sup>st</sup>), Omaha, NE (April 2<sup>nd</sup>), Lawrence, KS (April 5<sup>th</sup>) Norman, OK (April 6<sup>th</sup>), Dallas, TX (April 7<sup>th</sup>), Austin, TX (April 8<sup>th</sup>), Houston, TX (April 9<sup>th</sup>), New Orleans, LA (April 10<sup>th</sup>), Atlanta, GA (April 13<sup>th</sup>), Nashville, TN (April 14<sup>th</sup>), Bloomington, IN (April 15<sup>th</sup>), Chicago, IL (April 16<sup>th</sup>), Goshen, IN (April 17<sup>th</sup>), Washington, DC (April 19-20) and New York City (April 21-23<sup>rd</sup>).



Tour Sponsors include Klean Kanteen, Food and Water Watch, Multi-Pure water filters, and Aveda.

**ABOUT TAPPED**

Is access to clean drinking water a basic human right, or a commodity that should be bought and sold like any other article of commerce? Stephanie Soechtig's debut feature is an unflinching examination of the big business of bottled water.

From the producers of *Who Killed the Electric Car* and *I.O.U.S.A.*, this timely documentary is a behind-the-scenes look into the unregulated and unseen world of an industry that aims to privatize and sell back the one resource that ought never to become a commodity: our water.

From the plastic production to the ocean in which so many of these bottles end up, this inspiring documentary trails the path of the bottled water industry and the communities which were the unwitting chips on the table. A powerful portrait of the lives affected by the bottled water industry, this revelatory film features those caught at the intersection of big business and the public's right to water.

For more information please go to <http://www.tappedthemovie.com/>.

###

Tour Contact:

Nathan Marcy

Sunshine Sachs & Associates

310.275.3222

[marcy@sunshinesachs.com](mailto:marcy@sunshinesachs.com)