



market hall  
*performing arts*

**Media Advisory  
For immediate release**

**January 27<sup>th</sup>, 2009**

Attachments:

For interviews and photos: contact Karen August 749-1146

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**Market Hall is pulling the plug on bottled water.**

As of Friday, January 30<sup>th</sup>, spring water in throwaway plastic bottles will no longer be sold at the downtown performing arts venue.

Inspired by the upcoming Unbottle It! province-wide tour promoting the benefits of drinking tap water the Market Hall board of directors unanimously decided to cease the sale of bottled water to coincide with the Unbottle It! event to be held at Market Hall on January 30<sup>th</sup>.

Bar manager Charlie Werger proposed the idea after looking at the environmental impact of the bottled water they sell.

“There are some very compelling reasons to avoid bottled water. We sell thousands of bottles in a year, so switching to municipal water available at no cost to our patrons is going to have an impact on income from concession sales. However, our board feels that this is an important enough issue to make the loss of revenue worthwhile.” says Karen August, director of development at Market Hall.

Market Hall will make municipal water available to patrons free of charge, although they will ask for a voluntary donation to cover the cost of washing reusable cups that they supply. In addition, they will have reusable BSP free plastic and stainless steel water bottles available to purchase at the theatre.

“I’m thrilled with this news” says Roy Brady, chairperson of the Peterborough-Kawartha chapter of the Council for Canadians. According to the council the bottled water industry has worked hard to undermine public faith in public water.

The Unbottle It! event features speaker Maude Barlow, national chairperson of the Council of Canadians and senior advisor on water to the president of the United Nations General Assembly, and Sid Ryan, president of the Canadian Union of Public Employees.

Peterborough's stop on the 15-city tour will be Friday, January 30<sup>th</sup>, 2009 at Market Hall, 336 George St. N., at 7 p.m. Admission is free.

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*Market Hall Performing Arts Centre works to develop, nurture and sustain  
the performing arts in Peterborough's historic Market Hall.*

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