

Dr. Martin Karp, Member

SUBJECT: REQUEST FOR APPROVAL OF RESOLUTION NO. 06-46 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING EUPHORIA WATER, OFFICIAL BOTTLED WATER OF THE MIAMI HEAT, AND THEIR WORK WITH DADE COUNTY COUNCIL PTA/PTSA

COMMITTEE: INSTRUCTIONAL EXCELLENCE & COMMUNITY ENGAGEMENT

Euphoria Water is among the fastest growing bottled water companies in the United States. The Miami based company known as “Charity In A Bottle” is a community driven organization and is the exclusive bottled water of the NBA Champions Miami Heat and American Airlines Arena. Euphoria, which has raised \$300,000 to date, is grounded on the principles of social responsibility and is committed to donating a minimum of 20 percent of its profits to charity.

Euphoria Water is the only bottled water in the country to have exclusive co-branding rights with the Dade County Council PTA/PTSA and major national charities including March of Dimes, City of Hope, and partners with the Special Olympics and Make a Wish Foundation. For every purchase of Euphoria bottled water with a Dade County Council PTA/PTSA label, Euphoria makes a direct donation to the Dade County Council PTA/PTSA.

In addition, Euphoria’s Certifi-KID program raises money for local schools. The fundraising program enables students to sell coupons redeemable for a six-pack of Euphoria Water earning school PTAs \$1 for each coupon sold.

Euphoria is revolutionizing the traditional fundraising products program by creating a positive culture in every participating school that not only helps raise significant money for local schools, but encourages children to select water as a healthy alternative to non healthy beverages.

Euphoria is committed to helping hundreds of thousands of children qualify for scholarships, and working with charities that provide assistance for the less fortunate to live healthier and more fulfilling lives.

Since the sponsorship ignited last year with the Miami Heat and Euphoria Water and the Dade County Council PTA/PTSA, Euphoria and the Heat have been on fire and our children have benefited tremendously. Therefore, it is appropriate that the School Board recognize Euphoria Water, official bottled water for the Miami Heat, and their work with the Dade County Council PTA/PTSA.

**ACTION PROPOSED BY
DR. MARTIN KARP:**

That The School Board of Miami-Dade County, Florida approve Resolution No. 06-46 recognizing Euphoria Water, official bottled water of the Miami Heat, and their work with the Dade County Council PTA/PTSA.

RESOLUTION NO. 06-46
OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY FLORIDA, OFFICIAL
BOTTLED WATER OF THE MIAMI HEAT, AND THEIR WORK WITH DADE
COUNTY COUNCIL PTA/PTSA

WHEREAS, Euphoria Water, the Miami based company known as “Charity In A Bottle,” is a community driven organization which has raised \$300,000 to date, is grounded on the principles of social responsibility and is committed to donating a minimum of 20 percent of its profits to charity; and,

WHEREAS, Euphoria Water is the only bottled water in the country to have exclusive co-branding rights with the Dade County Council PTA/PTSA and major national charities including March of Dimes, City of Hope, and partners with the Special Olympics and Make a Wish Foundation; and,

WHEREAS, Euphoria is committed to helping hundreds of thousands of children qualify for scholarships, and working with charities that provide assistance for the less fortunate to live healthier and more fulfilling lives; and,

WHEREAS, the Euphoria Water Company deserves special recognition for its valuable contributions to the Dade County Council PTA/PTSA and to local schools in Miami-Dade County; and,

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida approve Resolution No. 06-46 of The School Board of Miami-Dade County, Florida, recognizing Euphoria Water, official bottled water of the NBA Champions Miami Heat and their work with the Dade County Council PTA/PTSA.

Presented this twelfth day of July, A.D. 2006

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

CHAIR

ATTEST:

Secretary