



**Blue W is coming to Peel. Find out why it's good for business.**

**What is Blue W?**

Blue W is a national, non-profit network of shops, restaurants and businesses willing to let visitors refill a reusable bottle with tap water, without pressure to make additional purchases. Participating locations are found by searching an online map of locations or by looking for the Blue W sticker on shop windows.

**Why register your business?**

Community businesses are the most important part of Blue W. Without them, the Blue W network would not exist. In exchange for your willingness to provide public access to tap water for free, your business is listed in the Blue W website database so that our thousands of users can find your business easily. As a participating business, you benefit from increased walk-in foot traffic and receive positive recognition through our marketing efforts, identifying you as a progressive, community-oriented business.

By signing up with the Blue W you help to make water more accessible to the public, raise awareness about the good quality tap water in your community and help support sustainability locally.

**The Region of Peel and Blue W**

The partnership between the Region of Peel and Blue W supports Peel's Tap Water promotion campaign that aims to build confidence in water quality, raise awareness of the benefits of choosing tap water, and provide on-the-go solutions for Peel residents.

**Learn more at [peeltapwater.ca](http://peeltapwater.ca) or contact:**

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