



## TEXAS MUSIC WATER TO EXPAND NATIONALLY WITH AMERICAN MUSIC WATER

*Austin-based water company, Music Water Of The World, Inc. expands to Tennessee this month and other markets this year*

*Portion of sales from every case of water sold goes back to help support music education programs and musicians in times of need*

(AUSTIN, TEXAS – May 2015; source: Juice Consulting) – Austin-based company **Music Water Of The World, Inc.**, known for its **Texas Music Water** brand, is set to expand nationally to Tennessee this month and other key markets this year under the brand **American Music Water**. Born in Austin, Texas Music Water has been dedicated to supporting Texas music charities and music education programs for the past five years. For every case of water sold, the company donates a portion of its proceeds to organizations such as the **Health Alliance for Austin Musicians (HAAM)**, **SIMS Foundation**, **Anthropos Arts** and **Warrior Cry Music Project**, as well as a number of public school music programs across the state.

“Texas Music Water serves a dual benefit for people, hydration and giving back,” said **Dean Wolfe, President and Founder of Texas Music Water**. “We hand select music charities and programs that seem like a great fit for the brand, that we are passionate about, and that we know are doing tremendous work to help the music community. We call it ‘playing’ it forward. When people choose to drink Texas Music Water, they are choosing to give back in a very special way.”

“Dean Wolfe and Texas Music Water are very good friends to HAAM,” said **Reenie Collins, Executive Director of the Health Alliance for Austin Musicians (HAAM)**. “From the moment that Texas Music Water launched, Dean has been donating to HAAM. Dean and his company have a passion for music and are willing and able to donate through water sales to support good charitable causes. HAAM is so grateful to have such a dedicated supporter, and Texas is lucky to have a business that is dedicated to doing good while bringing good products to our communities as well.”

With the expansion of the American Music Water into Tennessee and other key music markets this year, Wolfe hopes to broaden opportunities for giving back to national organizations such as **MusicCares, Warrior Cry Music Project** and other national charities to be determined. The brand will also support underfunded school music programs in these new markets.

"Texas Music Water has created a disruptive, bold, charitable business model for all the right reasons," said **Don Transeth, Chief Marketing Officer of American Music Water**. "We are proving every day that it is possible to provide an excellent water product at a very competitive price - and change lives."

Texas Music Water and American Music Water are bottled by **Water Source One**, one of America's premier water companies with national distribution servicing the largest retailers of bottled water in the country. Water Source One is a premier producer of private label bottled water for top retailers in the United States. With a focus on the highest quality, timely production and customer service, the company continues to build on these principles.

"With the infrastructure provided by Water Source One we can grow our national brand," said **Dean Wolfe**. "In addition to our expansion into Nashville and 75 percent of Tennessee with American Music Water, we plan on taking the brand to other key music markets around the country this year."

"With the changing music business model it is more difficult than ever for working musicians to make a living," said **Don Transeth**. "Many are independent artists who find it difficult to cover medical expenses. We want to help them. School budgets are under tremendous pressure. Music budgets are frequently cut or dramatically reduced. American Music Water gives back to schools in need. It is amazing to see the smiles from young students when they have new instruments."

"It's rare when a simple choice like which bottled water to buy makes a difference in someone's life," said **Heather Alden, Managing Director of the SIMS Foundation**. "When you drink Texas Music Water, know that a portion of the proceeds are donated to support the SIMS Foundation and musicians' mental health. SIMS is proud to partner with Texas Music Water as they hydrate Austin and create social good with every case sold."

#### **About Texas Music Water:**

Texas Music Water was founded by Dean Wolfe in 2010. It all started with seeing so many musicians drinking water on stage and needing help to keep their music going. The idea was to have a water that musicians could tell the crowds about and also benefit from. The brand currently gives 25 cents of each case sold to music charities and school music programs. Texas Music Water can be found in retail locations, events, festivals, concerts, clubs and wherever the music is throughout Texas. Recently in Austin, Texas Music Water is sold at the Convention Center, Palmer Auditorium and the Austin City Limits Live at the Moody Theater. Every retailer and music event helps the brand make a difference. For more information, please see [www.texasmusicwater.com](http://www.texasmusicwater.com). For distribution opportunities, please send inquiries to [sales@texasmusicwater.com](mailto:sales@texasmusicwater.com)

#### **About American Music Water:**

American Music Water is expanding nationally this month into Nashville and throughout the state of Tennessee. The brand currently gives 25 cents of each case sold to music charities and school music programs. American Music Water is proud to sponsor "Musicians Corner" which will include 16 concerts in Nashville's Centennial Park starting this month. American Music Water will also be sponsoring the 2015 Music Row Porchfest in Nashville. American Music Water is the official water of "Do615," in Nashville. Every retailer and music event helps the brand make a difference. For more

information, please see [www.americanmusicwater.com](http://www.americanmusicwater.com). For distribution opportunities, please email [sales@americanmusicwater.com](mailto:sales@americanmusicwater.com)

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