



## Ten Questions that We Hope Will Lead You to Support the Water Campaign of the Committee for Social Justice of the Algonquin and Lakeshore Catholic District School Board

- 1. Price Gouging** – Did you know that bottled water is between 240 and 10,000 times more expensive than tap water?
- 2. Water Takings** – When the label on the bottle says ‘pure spring water’, where does the water really come from, who owns it, and how is it regulated?
- 3. Transforming Water** – What’s the difference between bottled water and tap water?
- 4. Contaminating Water** – What evidence is there to support the industry’s claim that bottled water is superior to tap water?
- 5. Marketing Schemes** – What kinds of marketing and advertising schemes are used by companies to sell what is really ‘water transformed into water’?
- 6. Eco-threatening** – What environmental damage is caused by the escalating use and disposal of plastic bottles?
- 7. Recycling Record** – What is the track record of the Big-4 bottling companies when it comes to recycling?
- 8. Manipulating Consumers** – Why are people turning from tap water to bottled water?
- 9. School Contracting** – What marketing devices have the bottled water companies used in cash-strapped schools, colleges, and universities?
- 10. Water Privatizing** – What role and impact does the bottled water industry have on the privatization of public water utilities in Canada?