

# First lady tells America to 'Drink Up' more water

July 22 2014, by Stacy A. Anderson

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Michelle Obama is expanding her push for America to drink more water, as the White House claims partial responsibility for helping to boost nearly \$1 million in bottled water sales among consumers since the national "Drink Up" campaign launched in September.

The 3 percent increase in retail sales of bottled water was reported in a study released Tuesday by Nielsen Catalina Solutions.

The first lady is also announcing seven new supporters joining the campaign including Brita water filtration company and S'well reusable bottles.

Mrs. Obama launched the campaign with the Partnership for a Healthier America to encourage people to drink plain water more often.

The first lady is a longtime supporter of healthier eating and physical fitness, and launched the anti-childhood-obesity initiative "Let's Move!" in 2010.

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