



Media Advisory  
6/7/2012

Contact: Mitchell Gibbs – 512-305-4156

## Austin's Homeless Receive Gift Of Water ARCH Gearing Up For Another Blistering Summer

Austin, (TX) – As summer temperatures set in, *Front Steps* is preparing to distribute nearly 80,000 bottles of water to the homeless thanks to a donation from the *I Am Waters Foundation*. *Front Steps*, which manages the Austin Resource Center for the Homeless, (ARCH), will each receive two tractor-trailer loads of bottled water from the *I Am Waters Foundation* for distribution to the homeless throughout the summer months.

**The water will arrive at the Austin Resource Center for the Homeless on Wednesday, June 13<sup>th</sup> and will be presented to the organizations by the Founder of *I Am Waters*, Mrs. Elena Davis.**

The mission of the *I Am Waters Foundation* is to hydrate the bodies of homeless women, children and men who don't have access to life's most basic necessities. Water is on the top of that list. The IAW Foundation provided some 300,000 bottles of water to the homeless in Texas in 2011; and in summer 2012, IAW will deliver more than 600,000 bottles of water in Texas and Louisiana, making the total delivery since their inception **one million bottles**.

Each bottle of water is designed with a simple inspirational message in a single word. "In the life of a person who is homeless, surviving comes before everything. Over time, life on the streets often erodes one's feelings of love, hope, and faith," says Elena Davis, the Foundation's founder and driving force behind the effort. "Holding a bottle with an inspirational word provides a powerful affirmation that is important for those who are not being replenished emotionally or spiritually."

"Water shouldn't be a luxury. Hydration is a fundamental need of the human body. Without it, Austin's homeless face heat exhaustion, stroke and permanently disabling conditions," says Steve Luteran, *Front Steps* Executive Director. "The homeless in Austin have limited access to water resources. This donation will allow us to distribute up to 750 bottles of water per day – water that may save lives in our Texas heat this summer."

*Front Steps* will urge the homeless to reuse and recycle the plastic bottles. *I Am Waters* will provide recycling containers as part of the water donation. "We had great cooperation last year with recycling effort and use of our refilling station," said Luteran. "The homeless are just grateful for an opportunity to cool down and rehydrate. *Front Steps* is grateful to the *I Am Waters Foundation* for making this program possible."

###

**What:** 76,032 bottles of water donated for homeless distribution

**MEDIA OPPORTUNITY:** Photos and Interviews Available

**When:** Water distribution begins June 13, 10 a.m.

**Where:** The Austin Resource Center for the Homeless (ARCH)  
500 E. 7<sup>th</sup> Street, Austin, Texas

**Who:** I Am Waters Foundation, Front Steps

**Why:** An effort to save lives and eliminate heat-related illness among Austin's homeless by providing safe drinking water for health and hydration.

**About I Am Waters Foundation:**

I Am Waters Foundation was founded in 2008, driven by a mission to provide spiritual and physical hydration to the American homeless. We are committed to helping the American homeless meet their most basic human need for clean, safe drinking water, while encouraging their spiritual connection to others and themselves which we believe is absolutely necessary for their reengagement with society.

[www.iamwaters.com](http://www.iamwaters.com)

**About Front Steps, Inc.:**

Front Steps, based on the belief that all people deserve the dignity of a safe place to call home, seeks to end homelessness by providing shelter, affordable housing and community education. While managing the City of Austin's emergency overnight shelter for men and day resource center for the homeless, Front Steps is also developing permanent supportive housing opportunities and places an average of 200 chronically homeless men and women into safe, securing housing each year.

[www.frontsteps.org](http://www.frontsteps.org)