15+ million metric tons of plastic enter our oceans every year and there will be 1 lb of plastic in the oceans for every 3 lbs of fish by 2025.

One million plastic bottles are bought around the world every minute; more than half a trillion plastic bottles will be sold annually in 2021.

At best, less than 1/3 of all plastic bottles will be recycled.

Bottled water costs hundreds of times more than tap water to produce. Tap water cost less than half a penny per gallon, while bottled water cost an average of $1.11 per gallon in 2016.

A recent report on water quality in the U.S. concluded that the majority of the nation's water supply is reliable and of high quality. Based on blind tests by the media, most people prefer the taste of tap water to bottled water.

A recent study found microplastics contamination in 93% of the globally-sourced bottled waters they tested; these levels were two times higher than those they'd previously recorded in tap water samples.

The total energy required for bottled water production is as much as 2,000 times the energy needed to produce tap water; producing just one liter of water bottled in PET plastic requires three liters of water, a significant waste of natural resources and contributor to climate change.

Plastic bottles and bottle caps rank as the 3rd and 4th most collected plastic trash items according to the Ocean Conservancy’s annual September beach cleanups in more than 100 countries.

San Francisco International Airport (SFO) banned the sale of plastic water bottles in all of its concessions beginning in August 2019, adding more water refilling stations to keep people hydrated.