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For Immediate Release

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## **Niagara Bottling Awards American Logistics Aid Network Grant To Support Disaster Response**

Lakeland, Fla. – The American Logistics Aid Network (ALAN) announced today that it has received a grant from Niagara Bottling, LLC to support disaster response. This grant enables ALAN and Niagara Bottling to efficiently mobilize water distribution when a disaster occurs, ensuring that people can receive much-needed resources in a time of crisis.

“Improving logistics for disaster relief organizations very often means that help can reach disaster survivors much more quickly – and that humanitarian organizations can assist thousands more survivors than they’d be able to on their own,” said ALAN Executive Director Kathy Fulton. “Niagara Bottling shares ALAN’s passion for investing in better disaster preparedness and response, and we’re thrilled to welcome it as a 2024 partner.”

ALAN and Niagara deeply understand the importance of logistics to disaster relief and prevention. As much as 80% of relief expenditures for disasters are spent on logistics. This partnership activates the two organizations, enabling them to provide support to more than 130,000 individuals in a single response. Over the long term, their partnership will transport, store and coordinate lifesaving and life-preserving resources.

“Niagara proudly supports and believes in ALAN’s mission because we recognize that efficient logistics paves the way for swift aid delivery, reaching people in a time of need,” said Ann Canela, director of corporate giving for Niagara Cares, the company’s charitable arm. “Together, we stand united in the pursuit of a more prepared and responsive world.”

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### **About ALAN**

Founded in 2005, ALAN provides donated logistics assistance to disaster relief organizations before, during and after catastrophic events. It is aided in these efforts by financial supporters,

volunteers and in-kind donors. In 2022 and 2023, it coordinated compassionate supply chain services for disasters such as Hurricane Idalia, the Maui wildfires, the Southwest tornadoes, the California winter storms, the Türkiye-Syria earthquakes, Hurricane Ian, Hurricane Fiona, the attacks on Ukraine, the flooding in Eastern Kentucky, and the COVID-19 pandemic. To learn more, visit <http://www.alanaid.org>

### **About Niagara Bottling:**

Niagara Bottling, LLC has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading beverage manufacturer in the U.S., Niagara Bottling works closely with some of the largest beverage brands, retailers, grocers, club, and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit [www.niagarawater.com](http://www.niagarawater.com).

**Niagara Cares** is the philanthropic arm of Niagara Bottling, LLC, and is the heart of what we do and who we are. We believe in supporting the communities where we live and work through a spirit of giving back in ways both big and small. Making a meaningful difference for our Team Members, consumers and communities through volunteering, product donations, disaster relief and other actions has been our priority for over 60 years. For more information, visit [www.niagarawater.com/niagaracares/](http://www.niagarawater.com/niagaracares/).