

Primo Water Corporation Logo

Primo Water Hydrated Bike MS: Tour to Tanglewood Cyclists

October 2, 2018

Primo served as the official water sponsor of BikeMS in Clemmons, NC

WINSTON-SALEM, NC (Oct. 2, 2018)—As the official water sponsor for Bike MS: Tour to Tanglewood, Primo Water donated 300 five-gallon water bottles to hydrate cyclists along the 200-mile route.

“Cycling for a cure is close to my heart. I have been a rider in the Pan-Mass Challenge for 18 years, raising money for cancer research. I am proud of Primo’s participation in the Tour to Tanglewood this year,” said Primo CEO, Matt Sheehan.

This year, over 950 cyclists participated in the local event, raising close to \$657,000 over two days from September 22-23 at Tanglewood Park in Clemmons, NC. Bikers could choose to ride anywhere from 20 to 200 miles to raise money for the National Multiple Sclerosis Society.

BikeMS: Tour to Tanglewood is one of 80 riding events nationwide. The MS Society helps fund cutting-edge research on MS, drives change through advocacy, education and collaboration with MS organizations around the world.

By being the official beverage sponsor of BikeMS: Tour to Tanglewood, Primo was able to stay true to its company mission while supporting a meaningful cause. Primo provided purified water to cyclists using epumps, allowing riders to refill their reusable water bottles rather than producing more waste with single-serve bottles.

About Primo Water

Primo Water Corporation (Nasdaq:PRMW) is an environmentally and ethically responsible company with a purpose of inspiring healthier lives through better water. Primo is North America’s leading single source provider of water dispensers, multi-gallon purified bottled water, and self-service refill water. Primo’s Dispensers, Exchange and Refill products are available in over 45,000 retail locations and online throughout the United States and Canada. For more information and to learn more about Primo Water, please visit our website at www.primowater.com.

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