



December 2, 2014

Tara Pike
4505 South Maryland Parkway Box 454015
Las Vegas, Nevada 89154

RE: Letter of Affirmation for the 5-cent surcharge initiative

To Whom It May Concern:

I am writing this letter in support of the University of Nevada Las Vegas 5-cent surcharge initiative. The 5-cent Hydration Station Initiative acts as a fundraising mechanism to increase the amount of hydration stations (i.e. water refilling stations) installed throughout the University of Nevada Las Vegas (UNLV). This surcharge also sends a message to the customer that perhaps there are other, more sustainable alternatives to utilizing disposable water bottles.

UNLV and UNLV Dining (Aramark Higher Education) combined efforts this year to add a \$0.05 surcharge to all disposable bottled water sold at various UNLV Dining locations throughout the university campus. The program began April 1, 2014. Staff training and an extensive marketing campaign were employed to make it easy for students, staff, faculty and guests to understand the goal of funding more hydration stations. This was done in partnership and with both UNLV and UNLV Dining's support. The collaboration on this initiative has truly been a great experience with both entities working together to reach the common goal of adding more refilling stations to the school.

Of most significance, and as a demonstration of increased campus interest, awareness and support, the marketing campaign included digital advertising, flyer distribution, cash register signage, external A-frame signage, tabling events, electronic messaging systems, newsletters, social media and clings (refrigerator door stickers). As the program kicked off, UNLV Dining organized two specific tabling events with UNLV Take Back the Tap for a "Trade in Your Plastic Water Bottle for a Reusable Water Bottle" event. In this awareness event, not only did the program trade with over 150 people but while they did, the student organizers educated them on the initiative. A flyer with the graphic was placed at our table to also help with the visual concept of it. Other events included Earth Day, Trade in Your Plastic Water Bottle for a Reusable Water Bottle, and Tap-a-Palooza.

To date, UNLV and UNLV Dining have raised over \$1,500 to fund future hydration stations in just eight months, with over 30,000 transactions! Feedback has been overwhelmingly positive, due to the large marketing and education efforts by our students and staff on campus. Often patrons will offer to give more, or ask where they can donate to build more hydration stations on campus. A few notable quotes include:

- “It has been a privilege and a blessing to be part of this initiative, as one of the primary people to lead this idea and be able to say that I assisted in it becoming a reality at UNLV”. –*UNLV Take Back the Tap Founding Campus Coordinator, UNLV Dining Sustainability Intern, Monica G. Garcia*
- “I just visited New York City and I stopped in a store for a bottle of water. They had a surcharge of 5¢ on my receipt! I was so excited and proud to be a part of such an innovative school that does that as well”. –*UNLV Dining Marketing Coordinator, Mary Vigneault*
- “I had no idea that UNLV actually cared about sustainability issues that are so dear to me, it was a pleasant surprise”. –*UNLV Student, Senior*

Student Affairs professionals take pride in providing educational moments for our students outside of the classroom. As one of those professionals, I am very proud and pleased to support and recommend the University of Nevada Las Vegas 5-cent surcharge initiative for your consideration. It’s an impactful, creative, and passionate display of education in action.

Sincerely,
Jennifer L. Gray
Student Affairs Contract Manager
University of Nevada Las Vegas