



**Media Contact:**

Brian Meehan  
Celtic, Inc.  
W: (414) 316-2100, ext. 133  
[brianm@celticinc.com](mailto:brianm@celticinc.com)

**FOR IMMEDIATE RELEASE**

**Wisconsin Pharmacal Donates Water Purification Tablets to Support Haitian Relief Efforts in Wake of Hurricane Matthew**

**JACKSON, Wis. (October 20, 2016)** – Wisconsin Pharmacal Company – the maker of Potable Aqua® water purification products – is working with relief organizations in Haiti to supply Potable Aqua Germicidal Tablets to those in need. Haiti currently faces a surge in cholera cases in the wake of Hurricane Matthew, creating a desperate need for clean drinking water.

According to the World Health Organization (WHO), cholera is an acute diarrheal disease that can kill within hours if left untreated. It is highly common in areas lacking clean water and proper sanitation.

“One of the most effective means to prevent the transmission of cholera is to provide access to safe drinking water,” said John Wundrock, president and CEO of Wisconsin Pharmacal Company. “Potable Aqua tablets make questionable water bacteriologically suitable to drink in minutes. The tablets are a fast and effective way to deliver clean water to the hardest hit areas.”

Wisconsin Pharmacal has been manufacturing and distributing Potable Aqua to militaries, relief organizations and outdoor adventurers for more than 35 years. The company is sending enough Potable Aqua tablets to Haiti to treat more than 144,000 liters of water. The product is being shipped from the company’s headquarters in Jackson, Wis. and distributed by *Direct Relief*, a humanitarian aid organization active in 50 states and 70 countries, with a mission to improve health and lives of people affected by poverty and emergencies.

**-MORE-**

## **Page 2 / Wisconsin Pharmacal Donates Water Purification Tablets**

### **Wisconsin Pharmacal Company**

Wisconsin Pharmacal is a world leader in outdoor health and safety products. The company's complete brand portfolio includes: Potable Aqua<sup>®</sup> water purification tablets, Potable Aqua PURE<sup>™</sup> Water Purification Device, Coleman<sup>®</sup> insect repellents, Coleman<sup>®</sup> first aid kits, StingEze<sup>®</sup> insect bite relief products, BAITMATE<sup>®</sup> fish attractants, and Atwater Carey<sup>®</sup> Insect Shield<sup>®</sup> treated nets and screens. Additional information about Wisconsin Pharmacal can be obtained by calling **1-800-558-6614** or by visiting **[www.pharmacalway.com](http://www.pharmacalway.com)**.

# # #