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HYDAWAY releases new, kids-specific collapsible water bottles

BEND, Ore. — July 7, 2017 — HYDAWAY announced a brand new line for kids, who need to stay well-hydrated throughout the day to ensure good health and strong performance inside and outside the classroom.

HYDAWAY collapsible bottles are made from flexible, BPA-free, food-grade silicone, which is easy for little hands to grip. The kid-friendly bottle features an easy-to-use, flip-up straw for quick sips, a stable base that prevents it from tipping or spilling, and a watertight guarantee. When HYDAWAY bottles are empty, they can be folded down to just over 1-inch to easily fit in a pocket, backpack or diaper bag.

The new line features bright color blocking and fun patterns designed specifically for kids. The inspiration for the bottles stems from the founder's experience with his own children.

“My wife and I continue to teach our kids about staying hydrated and the global waste problems associated with disposable plastic bottles that hurt our planet, but we were disappointed by the weight and bulk of all the reusable water bottles on the market,” said HYDAWAY founder Niki Singlaub. “My own children even tested our bottles early on. I’m glad to say that finally there’s a kid-approved bottle they can easily carry and will actually have fun drinking out of.”

The new product line for kids arrives just in time for back to school and the holidays. For more information, visit www.hydayawaybottle.com.

High- res images and samples are available upon request.

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