



Protecting our waterways is a cause close to our hearts, because you can't make good beer without good water.

Contact Mine Salkin
Telephone 813 908 6862 x 1070
Email Mine.salkin@absolutemobilesolutions.com
Website absolutemobilesolutions.com

FOR IMMEDIATE RELEASE
August 25, 2015

SAVE WATER, DRINK (SWEETWATER) BEER

Absolute Mobile Solutions helps keep the waters of Tampa Bay clean with the Suncoast Waterkeeper initiative, Pepin Distributing and SweetWater Brewing Co.

Tampa, FL, August 25, 2015– The Suncoast Waterkeeper is saving the oceans through a community partnership and a new website launched to showcase a national campaign kicking off in Tampa Bay.

“We care about the Tampa Bay community, so we were very excited to be a part of this environmental project,” said Alfred Goldberg, CEO of Absolute Mobile Solutions. Goldberg is a longstanding member of the community and has deep and rich involvement with other local businesses and non-profits.

“When a non-profit approaches us with a project of value to the community, our company pledges to match what they spend. The initiative is called the 1 for 1 Match Program.” Goldberg said.

“One of the most appealing aspects of Tampa Bay is the beautiful waterways that surround our region,” said Oytun Tutuncu, Interactive Marketing Manager at Pepin Distributing Company.

“We’ve always been committed to supporting environmental causes in our community, so it just made sense for us to team up with our valuable partner, SweetWater Brewing, and bring their national water preservation campaign to Tampa Bay.”

The environmental initiative started nearly 10 years ago with the Chattahoochee Riverkeeper. What began as donating cases of SweetWater beer for fundraisers and post river cleanup refreshments turned into the “Save the Hooch” campaign, which has raised more than \$250,000 to date. The new website is also showcasing a sweepstakes to win a fishing trip or a free paddleboard.

"Absolute helped us build a platform that not only informs consumers about the project, but also engages them with fun sweepstakes and a tap locator," said Tutuncu. "Choosing them was a deliberate decision, as we only wanted to work with those that are as passionate as we are when it comes to giving back to our community."

Beer lovers in the Tampa Bay area can enjoy the SweetWater Watereeper Hefeweizen Ale at a variety of locations including Maloney's, the Pour House, Brass Tap, Holy Hog Barbecue, World of Beer [and more](#).

Waterkeeper® Alliance is a global movement uniting 200 Waterkeepers that focuses citizen advocacy on the pollution issues that impact our waterways and communities. Waterkeepers patrol more than 1.5 million square miles of rivers, streams, and coastlines in the Americas, Europe, Australia, Asia and Africa.

If you would like more information about this topic, please contact Mine Salkin at 813 908 6862 x 1070 or email at Mine.salkin@absolutemobilesolutions.com.

ABOUT ABSOLUTE MOBILE SOLUTIONS

Since 1999, Absolute Mobile Solutions has been providing high quality mobile applications, responsive websites, and mobile strategy to clients worldwide. Absolute understands that to succeed on mobile, businesses need a strategy that matches consumer demands on every digital platform. Absolute Mobile Solutions specializes in mobile strategy, design, and development alongside digital marketing efforts such as SEO and conversion analysis. We combine the technological and marketing expertise necessary for companies to drive engagement and achieve success.