

**CONTACT:**

Laura Bohacz
312-565-4639
lbohacz@lcwa.com

FOR IMMEDIATE RELEASE**NEW CONTIGO® WATER BOTTLES PUT INNOVATIVE SPIN ON HYDRATION FOR KIDS AND TWEENS**

Seven New Offerings Play to the Inquisitive, Fearless Nature of Children

CHICAGO, March 4, 2015 – The days of blaming kids for spills, leaks and dribbles are coming to an end, according to Contigo®, the leading producer of innovative water bottles, travel mugs and kids bottles. At the 2015 International Home + Housewares Show, Contigo will introduce seven kid- and tween-sized water bottles designed to withstand any adventure while keeping kids hydrated and clean – and parents happy.

“The demand for children’s hydration products is growing rapidly, and we’re focused on engineering convenient products that are easy and fun to use,” said Todd Starr, Vice President of Marketing and Product Development at Contigo. “Our Contigo Kids line empowers active kids to live a spill-free life.”

Spill-Proof Gizmos On-the-Go

Contigo’s new AUTOSEAL® Gizmo™ Sip and AUTOSPOUT® Gizmo™ Flip are armed with spill-proof technologies that put the fun in functional for kids ages three and up. Both feature colorful parts, fun patterns and a transparent lid that allows glimpses of internal mechanisms. Gizmo water bottles have a 14-ounce capacity and a soft, flexible handle that’s comfortable to carry. Suggested retail price of each is \$9.99.

- **AUTOSEAL Gizmo Sip** features Contigo’s popular 100 percent spill-proof AUTOSEAL technology. Simply press the button to drink and release the button to automatically seal it between sips. A spout cover helps keep out germs and protects the mouth piece when not in use, and an easy-clean lid opens for complete cleaning access with no loose parts. Available at Meijer and GoContigo.com.
- **AUTOSPOUT Gizmo Flip** features Contigo’s AUTOSPOUT technology plus a spill-proof valve that eliminates spills even when the spout is in the open position. Its one-touch lid pops-up for easy one-handed drinking from an angled straw that allows children to easily drink every last drop. Available at GoContigo.com in June 2015.

Hydration for Preschool through Junior High

Additional new products from Contigo lend spill-proof options to a variety of adventures and ages:

- **10-ounce AUTOSPOUT Flip Chill** combines a 100 percent spill-proof design with Contigo’s new Thermalock™ vacuum insulation, which locks in temperatures to keep beverages cold for up to 14 hours and prevents condensation. Flip Chill will be available this month at Target, Amazon.com and GoContigo.com for a suggested retail price of \$15.99.
- **18-ounce AUTOSPOUT Squeeze** is the ideal companion for sports practice or long bike rides. With one touch, kids can pop up a self-sealing, spill-proof spout that eliminates spills even when open. Simply squeeze to drink and release to seal. Squeeze will be available this month at Meijer, Amazon.com and GoContigo.com for a suggested retail price of \$8.99.

- **20-ounce AUTOSEAL Courtney**, a smaller version of Contigo's AUTOSEAL Cortland water bottle, gives an "adult" option for tween-sized thirsts. It is 100 percent spill-proof and features an easy-clean lid with no loose parts; a carry clip to attach to backpacks; and a lid lock for added confidence on-the-go. Courtney will be available this month at Meijer, Amazon.com and GoContigo.com for a suggested retail price of \$11.99.
- Finally, **20-ounce AUTOSPOUT Striker** transforms Contigo's most popular kids bottle into a tween sensation. Along with its larger capacity, this Striker has the same 100 percent spill-proof AUTOSPOUT technology and a handle with a soft grip. The 20 oz. Striker will be available this month at Meijer, Target, Amazon.com and GoContigo.com for a suggested retail price of \$11.99.

All of the above Contigo Kids products are BPA-free and top-rack dishwasher safe, with protective spout covers to help keep out dirt and germs when not in use.

About Contigo

Chicago-based Contigo, a Newell Rubbermaid business, is a leading producer of innovative, leak-proof beverage ware. Many Contigo travel mugs and water bottles feature the revolutionary AUTOSEAL® patented technology that automatically seals between sips, while additional models offer the patent-pending AUTOSPOUT® lid - featuring a drink spout with a one-touch button for easy opening and one-handed drinking. Contigo brand products – travel mugs, water bottles and kids water bottles – marry innovative technologies with on-style designs for products that consumers can feel confident about – whether they're commuting to and from work, heading to the gym, or entertaining at home. See the entire line of Contigo products at www.GoContigo.com.

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