



## Company Backgrounder

Misty Artesian Water, LLC was established in 2014 in Louisville, Kentucky after Founder Misty Washington experienced firsthand the devastating impact and emotional toll of losing family members to cancer. Determined to create a business with a heartfelt purpose, Washington developed premium ribbon-shaped pink bottles for the finest, pure artesian water to raise awareness for breast cancer.

Recognizing water's essential role in every person's life, Washington determined it to be the quintessential connector to help consumers across the country support a cause about which they are passionate, and she selected artesian water because it is the purest form. Washington broke into the beverage industry after conducting thorough research on industry offerings and sampling packaging from several manufacturing companies in search of premium bottles. Within two years, Misty Artesian Water, LLC produced its first prototype.

In its early years, Misty Artesian Water, LLC was sold through its e-commerce platform and in local establishments in Louisville, Kentucky – donating a portion of sales to fund treatment and research efforts for deserving causes. In 2018, the company temporarily pivoted from e-commerce sales to refocus its structure and define a mission to position the brand for continued growth.

In 2020, Misty Artesian Water, LLC dissolved and was restructured as Misty Artesian Water, Inc., with a fresh mission, sales structure and leadership team, under its newly developed parent company, Mystic Entities, Ltd. – a full-service, custom-bottled beverage distribution network in the United States, headquartered in Atlanta.

Under its new direction, Misty Artesian Water, Inc. added seven more colors of ribbon-shaped bottles, becoming a one-stop shop for supporting an extensive network of charities and causes. Each color represents a separate ribbon, raising awareness and funds for over 1,000 different causes, such as cancer, disease and mental health issues.

The company's non-profit affiliate, Ribbons of Awareness, was established to help foster a forward-thinking and inclusive society. With a portion of annual sales donated to this non-profit arm, Ribbons of Awareness allows for expanded reach to a broader network of philanthropic foundations. Misty Artesian Water also offers community grants to non-profits nationwide that are working to bring about social change. Grants are available through an open grant application program and to organizations close to the hearts of company employees.

With manufacturing, suppliers and fulfillment and distribution centers across the United States, Misty Artesian Water works tirelessly to produce the highest quality artesian water in a striking, eco-friendly design while working towards an ecological supply chain that reduces carbon emissions. The company is rooted in its mission to partner with impactful organizations dedicated to accelerating societal advancement within their communities.

Organizations can learn more about partnering with Misty Artesian Water to implement change in the lives of those impacted by disease and inequality, while raising funds and awareness for a wide range of causes, by visiting [mistywater.com](https://mistywater.com) or connecting via [Facebook](#), [Twitter](#) or [Instagram](#).

**Press  
Inquiries:**

Shaye Gulotta / Julia Clinch  
BRAVE Public Relations  
404.233.3993  
[sgulotta@emailbrave.com](mailto:sgulotta@emailbrave.com) / [jclinch@emailbrave.com](mailto:jclinch@emailbrave.com)

###