



FOR IMMEDIATE RELEASE

Conservation Collaborative Announces New Business Partnerships

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Portland, ME Sebago Clean Waters (SCW), a collaborative focused on conserving forestland in the Sebago Lake watershed to protect the Greater Portland water supply, has announced three new business partnerships to help fund its conservation work. Lone Pine Brewing and Bissell Brothers, both Portland breweries, and Grove Collaborative, a leading sustainable consumer products retailer based in San Francisco, have launched new products and donation platforms to support SCW.

Lone Pine Brewing announced the launch of a new spirits line with their American Craft Vodka, which supports SCW through a “1% For The Waters” campaign, donating 1% of all sales to the collaborative. “We’ve partnered with Sebago Clean Waters in an effort to support the conservation of the forests surrounding the Sebago Lake watershed, which supplies Greater Portland and Southern Maine with some of the highest quality drinking water in the country. Our community, and our beer, benefit tremendously from this unique resource, so it was an easy choice to continue our support for SCW” said Tom Madden, co-founder of Lone Pine. This partnership comes after the 2023 release of their Craft Seltzer products, which also featured support for SCW through 1% For The Waters.

Bissell Brothers will donate 5% of every six-pack they sell of Bissell Bubbles, a new non-alcoholic hop water released in January, to SCW. “We have a responsibility to protect Maine’s unique natural resources, including the remarkably clean water we get from Sebago Lake” said Bissell Brothers co-owner Hester Bissell, “we are proud to support Sebago Clean Waters in their efforts to conserve the forests that naturally filter the water, so we can continue making excellent beer.”

Grove Collaborative, a certified B Corporation headquartered in San Francisco (with a large remote employee presence in Portland, Maine) creates and curates sustainable alternatives to everyday household products. The company has added SCW to their [Environmental Impact Shop](#), allowing customers to add a donation to SCW to their cart before checking out. “Our Environmental Impact Shop is a curated collection of offset and conservation projects that enables our customers to make an even more local impact with every Grove purchase,” said

Alexandra Bede, Sustainability Director at Grove Collaborative. SCW is one of only a handful of beneficiaries of the Impact Shop and the only one focused on both forest conservation and drinking water quality.

Karen Young, SCW's Partnership Director, credited the successful partnership rollouts to the enthusiasm of the companies. "Increasingly, businesses in Greater Portland and beyond have been recognizing the need to protect the vulnerable resources like drinking water that they and their communities rely on every day. We're thrilled that these forward-looking companies are offering creative ways for their customers to support our mission while purchasing great products."

Sebago Clean Waters is a partnership between ten local, regional, and national conservation organizations and the Portland Water District working collaboratively to protect water quality, community well-being, a vibrant economy, and fish and wildlife habitat in the Sebago region through voluntary forest conservation and stewardship. www.sebagocleanwaters.org

Sebago Clean Waters partners are Loon Echo Land Trust, Western Foothills Land Trust, Casco Bay Estuary Partnership, Highstead Foundation, Lakes Environmental Association, Mahoosuc Land Trust, Presumpscot Regional Land Trust, Open Space Institute, Portland Water District, The Nature Conservancy, and The Trust for Public Land.

Lone Pine Brewing

Lone Pine was founded in 2016 on Anderson Street in Portland's East Bayside neighborhood as a passion project between high school friends Tom Madden and John Paul. Since the early years Lone Pine has evolved to become one of the largest craft breweries in Maine, and in 2018 was the 4th fastest growing brewery in the country.

Bissell Brothers

Bissell Brothers was founded in 2013 with a mission to change people's perceptions of what beer and the beer experience can be, while always staying dedicated to our home state of Maine. There is an energy that emanates from this company which drives us to get a little better each day. We continue to push the boundaries of what these beverages can be and what they mean to our customers.

Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative Holdings, Inc. (NYSE: GROV) is transforming consumer products into a positive force for human and environmental good. Every product Grove offers — from its flagship brand of sustainably powerful home care essentials, Grove Co., to its exceptional third-party brands — has been thoroughly vetted against the Grove Feel Good Standard, which guarantees strict ingredients criteria, 100% plastic neutral orders, carbon neutral shipments, and the highest quality performance in addition to being certified cruelty-free and ethically produced. For more information, visit www.grove.com.