

## FOR IMMEDIATE RELEASE

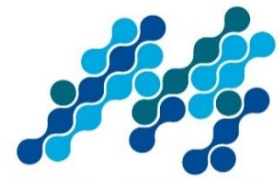
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THE WATER COUNCIL

**AVEDA**

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

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## In partnership with The Water Council, Neroli and Aveda Institutes announce Future Water Leaders Fund winners

**MILWAUKEE (Nov. 5, 2019)** – The Water Council, along with Neroli Salon & Spa, The Institute of Beauty and Wellness and Aveda Institute Madison have selected two projects to receive funding through the second annual Future Water Leaders Fund that will support student-led water-related projects or research efforts in Wisconsin.

Aveda and the Aveda network of salons, spas and institutes have been raising funds for clean water through a multitude of efforts since 1999, raising over \$56 million dollars. As an Aveda Lifestyle company, Neroli Salon & Spa along with the Institutes are passionate about living out the charitable efforts set forth by Aveda.

Supported by staff from The Water Council, Neroli and the Aveda Institutes' Green Teams, student ambassadors who educate their fellow students on how to live greener lives and embody the Aveda Mission, raised funds in support of the Future Water Leaders Fund. Wisconsin post-secondary students working on water tech innovations were invited to apply to the scholarship, which was open from Sept. 5 to Oct. 6, with the Green Teams selecting this year's winners.

“Our students are passionate about clean water access in our community. Members of our institutes' Green Team and administration sought local projects that contribute to research and technology in freshwater,” stated Kari Kennedy, director of The Institute of Beauty and Wellness and Aveda Institute Madison. “We are happy to support The Water Council in helping fund the next generation of research in freshwater science.”

### The 2019 Future Water Leaders Fund winners include:

- **Basil Hable and Andrew Thompson, University of Wisconsin-Milwaukee (UWM)**

*Low-Cost Fast-Data Particle Sensor for Harbor Monitoring*

The UWM team has developed a low-cost fast-data particle sensor prototype that has potential to capture data throughout the area of a harbor, water treatment center, or other water system for use in

data collection in smart cities. As an outcome of this research project, the team will be able to prepare a poster and student's paper, which will be presented at the OCEANS 2020 Conference in Singapore.

- **Max Spehlmann, University of Wisconsin-Milwaukee School of Freshwater Sciences**

*Linking Water Age to Bacterial Growth in a Tap Water Distribution System*

The proposed research project will pave the way for future water aging studies and help fill a wide knowledge gap in tap water research.

"We are pleased to partner once again with Neroli Salon & Spa, Aveda Institute Madison and The Institute of Beauty and Wellness for this round of the Future Water Leaders Fund," stated Karen Frost, vice president of economic development for The Water Council. "This project funding will support the next generation water researchers and talent, and advance research projects and efforts to impact clean water."

The selected winners will be awarded funds at an upcoming Water Council Membership Meeting. Media interested in attending can contact Taylor Baseheart at [tbaseheart@thewatercouncil.com](mailto:tbaseheart@thewatercouncil.com) or (414) 988-8932.

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#### **About The Water Council**

Headquartered in Milwaukee, Wisconsin, USA next to the world's largest freshwater system and home to one of the most influential freshwater technology hubs in the world, The Water Council (TWC) is recognized as a global center for advancing water technologies and stewardship. At its heart, TWC is a non-profit, membership organization that connects, convenes and showcases the hub comprised of more than 238 water technology businesses and the diverse water leadership network of 200 members it is linked to from around the world. While TWC's mission is centered on driving economic development, attracting and connecting world-class talent and supporting water-focused technology innovation, its larger goal is to help secure freshwater resources for the world by driving solutions to the numerous industries that need and use a large amount of water. [www.thewatercouncil.com](http://www.thewatercouncil.com)

#### **About Neroli Salon & Spa**

Neroli Salon & Spa was founded in 1993 to provide guests with an indulgent sanctuary of Aveda salon and spa services. The skilled team of professionals will create a unique, personal experience for you. There are currently 6 convenient locations, Downtown, Brookfield, Bayshore, East Side, Mequon and Downtown Madison. [www.nerolisalonspa.com/](http://www.nerolisalonspa.com/)

#### **About The Institute of Beauty and Wellness**

The Institute of Beauty and Wellness is owned by Susan Haise. Susan founded The Institute of Beauty and Wellness in 1994 as The Skin Institute Esthetic Training Center and expanded the program offerings into Massage Therapy, Cosmetology, Barbering, Manicuring, Ayurveda, Yoga, and Instructor Training.

<http://www.ibw.edu>

#### **About Aveda Institute Madison**

Aveda Institute Madison is located in the heart of the UW Madison campus in the East Campus Mall and is owned by Susan Haise. They offer 6 programs: Cosmetology, Barbering, Esthiology, Massage, Manicuring and Ayurveda Esthetics and are open for services to the public Monday-Saturday.

[www.avedainstitutemadison.com/](http://www.avedainstitutemadison.com/)