



PRESS RELEASE

INFINITE WATER INC.

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Infinite Water Incorporated

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Air Pollution

Infinite Water Inc., is predominantly focused on the improvement of water at every source from fresh ground water to recycled waste water. **Infinite Water Inc.** also has a wider interest in health in general, which is why **Infinite Complex** invests in technology **IP** for **Atmospheric Water Generation** as well as **IP** for their subsidiaries in medical and geo spatial tech.

Infinite Water Inc. is well aware that water pollution is not the only natural resource that is need of attention. **Air pollution** is responsible for 7 million deaths worldwide every year. 65 million people that live in the most polluted cities are breathing 2-3 times above the **WHO** air quality guidelines. Some would think that the progressive actions of west coast states would have them breathing the cleanest air but they would be wrong. 6 of the top 10 most polluted cities in the US are in **California** and 2others are in **Oregon**.

Infinite Water Inc. along with **Infinite Complex** cannot undertake cleaning the air alone. They can, however, do their utmost to inform people why they should be concerned beyond the 7 million annual deaths. Improving air quality isn't just good health policy, it's also good economic policy. According to the **World Health Organization**, air pollution could cost the global economy between \$18–25 trillion by 2060 in annual welfare costs, or roughly 4–6% of world GDP.

Infinite Water Inc. understands that's at the macroeconomic level, but what about individual businesses? For one, employees like to breathe clean air and will choose to work somewhere with cleaner air, given a choice. A Deloitte case study revealed that nearly 70% of highly-skilled workers said air quality was a significant factor in choosing which city to live and work in.

Infinite Water Inc. would like people to understand that low air quality negatively affects worker productivity, increases absenteeism, and adds both direct and indirect health care costs. But the flip side of that equation is that improving air quality has measurable impacts to the wider economy. So, if you run a business, please check on the avenues that you have that will reduce your air pollution footprint.

