



HIGHLIGHTS

April 2008 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR MORE THAN 25 YEARS

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FROM THE PRESIDENT'S DESK

Around here we are always conscious of the strains everyone puts on our precious resources—after all Highbridge Spring Water is certainly a precious resource—and want to do our part in keeping our environment green. And we want you to do the same. Which brings me to the subject of recycling. It is a subject I want to return to from time to time because it is so very important.

For now, I wanted to remind you of just a few reasons why all of us should recycle our waste products, be they plastic water bottles, glass jars, newspapers, or myriad other items.

Why recycle? Well, just think of it this way:

(1) To recycle is to Save Natural Resources. To make products from recycled materials means a reduced need to drill for oil, dig for minerals.

(2) To recycle is to Save Energy. It takes much less energy to make
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High Bridge: The Bridge

We thought our customers might be interested in High Bridge—the bridge. It has quite an interesting history, and the community around it has been closely allied with the fortunes of the bridge since construction first began.

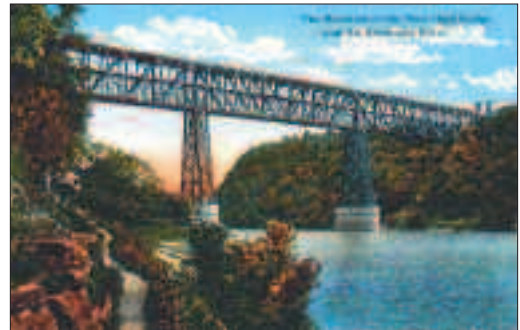
Originally planned as a suspension bridge for the Lexington and Danville railroad, it was designed by John Roebling, who later would design the world-famous Brooklyn Bridge and the Roebling Suspension Bridge which today connects Covington to Cincinnati.

Work began in the 1850s

with towers for the suspension cables being built during that time. Construction was suspended during the Civil War. Afterwards, plans were altered and construction was resumed by the Cincinnati Southern Railway and the bridge opened in 1877 as the first cantilever bridge built on the American continent.

It was dedicated by president Rutherford B. Hayes in 1879. The 275/308-foot tall and 1,125-foot long bridge crosses the deep gorge of the Kentucky River between Jessamine and Mercer counties. Being, at the time, the highest railroad bridge in North America and the highest railroad bridge in the world, High Bridge at once became a tourist attraction.

Its popularity was at a peak during the first 20 years of the 1900s. A new bridge was built around the existing structure in 1911 and expanded to two tracks in 1929. Also in 1929 the large twin towers were torn down, and its popularity slowly faded. High Bridge still attracts interested parties who marvel at its amazing superstructure. Other attractions in the area today are High Bridge Park, offering a lovely view of the confluence of the Kentucky and Dix Rivers, High Bridge Quarry and Lock #7. Its distinction today is as the highest railroad bridge in the United States over a navigable body of water.



CUSTOMER FOCUS: The Paperweight

Julie Young moved to Lexington from Louisville back in 1975 and considers herself a true Lexingtonian. In 1980 she opened The Paperweight. It's hard to enter her store and not feel welcomed. She and her staff are extremely knowledgeable and very professional when it comes to fine invitations for all occasions. The Paperweight also carries a wonderful selection of high-end stationeries. The personal touches that Julie and her staff bring to each customer entirely reflects the nature of her business and quality of the products offered.



Julie has been drinking Highbridge Spring Water for as long as she can remember. When asked how she got hooked on Highbridge Julie says "it all started with the taste, it's just taste better than what was coming out of her faucet". So in 1996 when she decided to remodel her store she installed one of our water coolers so she could have access to Highbridge water at all times.

Julie invites everyone to visit her store and take advantage of the spring sale that is currently in progress to make room for the new merchandise soon to arrive. The store is located at 109 Clay Avenue, just off East Main Street in Lexington.

FROM THE PRESIDENT'S DESK

(continued from front)

recycled products. Recycled aluminum, for example, takes 95% less energy to make than new aluminum from bauxite ore.

(3) To recycle is to Advance Clean Air and Water. It creates much less pollution to make any product from other recycled product than to make a product from virgin materials.

(4) To recycle is to Save Landfill Space. Materials which are recycled don't end up in landfills.

(5) To recycle is to Save Money and Create Jobs. The recycling process creates far more jobs than landfills or incinerators, and recycling can frequently be the least expensive waste management method for cities and towns.

So please GET or STAY in the habit of recycling. When you do, everyone wins.

Another factoid uncovered by my twelve year old daughter, who is working on a project for school:

- The acid in soda wears away the enamel on your teeth. The acid in soda takes calcium out of your bones and prevents it from settling to make your bones stronger and it increases the risk of osteoporosis.

More from time to time.

Regards,

Linda Slagel

WE THOUGHT YOU SHOULD KNOW

Mr. Randall Brown of Nicholasville, was selected from the many entrants we recieved for the chance to win four tickets to the fabulous Troubadour Concert on April 1 at the Kentucky Theater in downtown Lexington. Highbridge long has been a proud sponsor of this series and our congratulations to Randall on his good fortune. Hope you enjoyed...

Rising fuel costs have backed us into a corner and we have determined that we must add a \$2.00 charge per delivery. Our vehicles use diesel fuel, and that product is even more expensive than gasoline if you can believe it. And there is no ceiling in sight, unfortunately. It is never a welcome move to raise prices and we do so after careful consideration. We trust you will understand. The delivery charge is effective April 1.

GREAT CONCERT COMING

TO THE KENTUCKY THEATER! Tuesday, April 1, 2008

HIGHBRIDGE SPRING WATER

and the all volunteer, community-run
TROUBADOUR CONCERT SERIES presents:

ABIGAIL WASHBURN WITH THE SPARROW QUARTET

featuring Béla Fleck, Ben Sollee & Casey Driessen

Genre-bending Acoustic Roots Ensemble

Tickets: \$18.50/\$22.50 Gold Circle,
plus tax and service charge
Kentucky Theater 859-231-7924 after 4PM
Door 6:30 P.M., Music 7:00 P.M. |

The Troubadour Concert Series is proud to present the Sparrow Quartet, a gathering of banjo player/vocalist Abigail Washburn, Lexington hometown musician cellist Ben Sollee, fiddler Casey Driessen, and banjo virtuoso Béla Fleck. The Sparrow Quartet explores a mixture of old-time, folk, and bluegrass numbers, as well as intriguing original compositions.

ATTENTION: WIN FREE TICKETS

Some lucky Highbridge Customer will win a set of 4 tickets to this fabulous concert. To enter, e-mail your name and account number by March 16 to info@highbridgesprings.com. We will have a random drawing and notify the winner via e-mail.

COLD WEATHER CALLS FOR HOT COFFEE

And Highbridge has just the right brew for you. Choose whole bean or ground and we will deliver right to the door of our Highbridge customers.

WILDCAT ROAST

A dark-roasted, generously textured cup of coffee; warm and full-bodied with an uplifting lively finish. This is Lexington's finest dark roast.

BLUEGRASS BLEND

Toasty, natural sweetness and balance of a medium-roasted Central American coffee bean; an elegant cup of coffee offering a mellow palate and a crisp, refined finish.

DERBY DECAF

Natural water-processed. A smooth and sophisticated coffee blend; plenty of body and dark-roasted nutty flavor, with no unwanted caffeine.



Remember, selecting a coffee from the new line of Highbridge premium roasts means you are supporting

My twelve year old daughter is working on a project for school. She's doing tests and research on soda and in the process she has uncovered some very interesting facts that I didn't know, such as:

- Today males between 12 and 29 years of age drink an average of 2.5 twelve ounce servings of soda every day, females average 1.7 twelve ounce servings each day.

- The acid in soda wears away the enamel on your teeth.

The acid in soda takes calcium out of your bones and prevents it from settling to make your bones stronger and it increases the risk of osteoporosis.

- People who drink one or more sodas a day, diet or regular, are 48% more likely to develop metabolic syndrome – a precursor to heart disease and type 2 diabetes.

- Increased soda consumption may have something to do with kidney stones.

As we say at Highbridge, "Water, the drink of choice."

John Doby is a longtime customer of Highbridge since 1986. Moved back to his hometown of Corbin from Atlanta after he retired from teaching at Emory University. He was a professor of Psychology and Statistics. He has even written 3 books about his teachings.

Mr. Doby has long time connections with the Griffin Family, going back to the 1930's when he was a teenager in high school he met George Griffin Sr. when George was traveling central KY with Laurel Grocery. George Sr. enjoyed talking to the then young John and they shared many conversations of issues of the day so George Sr. offered to give John rides to and from school, just for the good conversation and the good company.

When John moved back to Corbin he started purchasing gallon jugs of water at the local grocery store because he liked the taste, said he didn't taste of chlorine, "just good water".

When asked his age he didn't hesitate, said he was 87 years old. I asked him if Highbridge Spring Water was one of the reasons he has lived this long and he said "sure, if that's what you want to believe"!

He was thrilled once HBSW started delivering water and coolers to his rural area, this meant he wouldn't have to carry it from the grocery store, it was now going to be delivered to his door step!