

## Prime IV Red Mountain and Mesa Chamber Join Forces For Annual Hydration Drive

Written by Mallory Gleich  
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In the Arizona desert, where summer temperatures often soar past the 110-degree mark, hydration isn't just important—it's a matter of survival. That's why [Prime IV Hydration & Wellness](#) – Red Mountain has teamed up with the **Mesa Chamber of Commerce** for the **19th annual Mesa Hydration Donation Campaign**, a vital summer initiative that supports some of the most vulnerable populations in the Valley.

The campaign, running through **September 30**, aims to collect **500,000 bottles of water** and **\$40,000** in donations, all of which will be distributed through [United Food Bank](#) to over a dozen community nonprofits including [A New Leaf](#), [Paz de Cristo](#), and [Mesa United Way](#). Since its launch in 2007, the program has delivered more than **7.6 million bottles of water** to individuals facing homelessness, heat-related illness, and economic hardship.

"Drinking water is great. But when your lips are dry by 7 a.m. and your brain is begging for mercy, it's time to go beyond the bottle," Red Mountain's Owner **Gina Van Luven** said. "We're proud to partner with the Chamber to not only give back but also spread the word that hydration is more than just a glass of water - it's a key to cognition, energy, and health. And in Arizona, it might just be the key to not spontaneously combusting."



As part of its commitment, Prime IV Red Mountain has become an official **water donation drop-off location**, inviting community members to contribute cases of water or make financial donations. Anyone who donates at least one case of bottled water at the clinic will receive **10 percent off services** - a small thank-you for a life-saving gesture.

This year's campaign also coincides with Prime IV's **launch of Bioidentical Hormone Replacement Therapy (BHRT)**, a new wellness offering designed to help clients achieve hormonal balance and maintain energy—even as the thermostat continues to climb.

"We're thrilled to partner with a health-forward business like Prime IV," said a **Mesa Chamber of Commerce spokesperson**. "They understand hydration in all its forms - whether that's donating a pallet of bottled water or helping a resident bounce back from a brutal heatwave with IV therapy. This partnership makes sense on every level: medical, community, and meteorological."

Getting involved is simple. Donations of bottled water can be made at designated drop-off sites across the city, or supporters can contribute online through the Chamber's store, where just **\$5 provides an entire case of water**. All monetary donations are pooled for bulk purchasing, maximizing impact and minimizing waste. To learn more, visit [mesaaz.gov](https://mesaaz.gov).