



**NEWS RELEASE**  
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### **Army Veteran and speaker KCarl Smith announced as Southwest U.S. brand ambassador**



LightWaterLife announces KCarl Smith as a brand ambassador to represent LightWaterLife in Southwest United States. Mr. Smith's primary role is to represent LightWaterLife as an effective humanitarian aid solution to companies and non-profit organizations desiring to participate in direct humanitarian aid domestically and globally. "KCarl has been instrumental in preparing LWL to work with domestic entities such as FEMA." states David Urabe, co-founder of LightWaterLife. "His vast experience is essential to our success in domestic disaster relief. The added bonus is he's a great guy and matches our company culture."

#### **About LightWaterLife**

LightWaterLife's mission is to empower people with the basics of life with its all-in-one humanitarian aid kit that includes a water filtration system, an LED solar light kit, a full-size treated mosquito net, and a soccerball. LightWaterLife also has a domestic disaster relief kit which includes a water filtration system, an LED solar light kit, a first-aid kit and hand crank flashlight/radio/NOAA/USB power device. The kit is the only sustainable humanitarian aid kit empowering people to have sustained access to clean drinking water, light from the darkness and hope for a better future.

#### **About KCarl Smith**

The President and CEO of The Douglass Initiative, KCarl leads the organization's efforts to ensure all American students have access to a high-quality Science, Technology, Engineering and Mathematics (STEM) education—especially disadvantaged students—those who are trapped in a high-poverty, under-performing school systems.

An active community volunteer, KCarl is committed on improving the lives of disadvantaged children and he is convinced that education is transformative. By leveraging the life and writings of Frederick Douglass, KCarl inspires and trains the next generation to become Frederick Douglass Liberty Ambassador.

A retired U.S. Army field-grade officer, KCarl completed the Army's Airborne and Air Assault Schools. He is a graduate of Alabama A&M University, a historical black college. He is the proud father of three children: Keith, Christie and Kyle. He also has seven grandchildren.