



## **For Immediate Release**

### **Valor Reserve Launches Bold Water Protection Project at Greenbrier Summit**

**August 27, 2025 – White Sulphur Springs, WV** – Valor Reserve LLC, made its official debut at the West Virginia Chamber Annual Meeting and Business Summit at the Greenbrier Resort. The announcement underscores a new chapter in protecting West Virginia’s natural resources and positioning the state as a national leader in water security.

Valor Reserve is anchored by one of North America’s most consistently replenished aquifers, with the capacity to produce more than 400 million cases of water annually, placing it among the top five U.S. bottling operations from a single source. Located in Middleway, WV, the site offers unmatched strategic reach, with nearly 30% of the U.S. population within a 300-mile radius, enabling rapid water deployment during disasters and emergencies.

“Our mission goes beyond business,” said Sean Masterson, Co-Founder of Valor Reserve. “This project is about creating generational jobs and making sure communities across the U.S. have the water they need when emergencies strike.”

Valor Reserve’s planned \$250 million investment is expected to deliver a significant economic boost for West Virginians. During the construction phase, activity tied to the facility, including work by suppliers, contractors, and related businesses is projected to generate more than \$220 million in annual spending. This impact has the potential to support hundreds of jobs across the region, producing millions in labor income and nearly \$7 million in state and local tax revenues. Once operations begin, the facility’s presence and ongoing expenditures are anticipated to sustain nearly \$670 million in annual spending throughout the economy, along with an estimated \$63 million in annual employee compensation.

By balancing local needs with national requirements, the project allows West Virginia to be seen as a national leader in sustainable resource management and demonstrates how natural assets under the right leadership can create lasting economic impacts across generations.



“Thanks to West Virginia’s collaborative spirit and pro-business leadership, we’re able to build much more than a company – we’re building a legacy,” said Co-Founder Jeff Fischbeck.

The announcement reflects Valor Reserve’s ongoing collaboration with local, state, and national leaders to ensure the safe and sustainable management of West Virginia’s water resources.

The Valor Reserve team recognized U.S. Senator Shelley Moore Capito (R-WV) for her guidance and support of the project with the first ever, Valor Award. She commented, “These are very exciting times for Valor Reserve. I’m happy to have supported their efforts to get to this day and I’m very humbled to receive the Valor Award. I’m looking forward to working with them to grow and develop in the Eastern Panhandle.”

For media inquiries please contact [Tiffany@kennacommunications.com](mailto:Tiffany@kennacommunications.com)

