

## Keep on keeping up: Why the Kardashians matter

by senior Caleb McCullough

Once in a while, there is a family that defines a generation. The Renaissance had the Medicis- the family that funded artists like Leonardo da Vinci, ruled countries across Europe, and birthed not one, but two Popes. The Kennedys, with two assassinated brothers, represented the political turmoil and cultural clash of the 1960s.

Today we have a family that captures our culture, our interests, our obsessions- the Kardashians. Love them or hate them, they are an icon for this generation.

I am confident that in future space-schools, the Kardashians will be in the history books. They will be there because they represent American life today. They are a snapshot of this moment in history, a symbol of everything we care about.

Like the printing press before it, the internet has transformed how people communicate, learn, and live. The Kardashians are a product of this revolution. Their rise from obscurity to international super-fame happened, in large part, due to social media. They are the spokespeople for this new frontier in entertainment.

Since social media and smartphones have become widespread, the tides of the entertainment industry have been changing. Social media stars and internet celebrities are the most popular entertainers in the world, and the Kardashians sit at the top of that pyramid, the ambassadors of the digital age.

You may not find them entertaining. You may avoid their Snapchat stories at all cost. And you may shudder at the mere mention of the name. But, you also have to admit their impact is undeniable. For better or for worse, this social-media dynasty is a reflection of American life today. People care about them, and that matters.

So tune your TV to E!, open up Snapchat, and keep your eyes glued to Daily Mail. The Kardashians will be there as an ever-present reminder of our culture.



# DRINK UP

by sophomore Sophie Selenke

Tall or short, plain or colorful, stainless steel or plastic- There seem to be about a thousand types of water bottles out there, many of which have become a must-have for Hudson students this year.

This trend has people obsessed with carrying their water bottles everywhere, and that's a good thing. With a variety of health benefits, differing from clearer skin

to sprain prevention, drinking water keeps students stay happy and healthy.

#WaterBottle has racked up about 369,214 tags on Instagram and has been tweeted over 343 times this week alone, showing this trend goes beyond the halls of Hudson High.

### FOR THE CASUAL SIPPER



\$13 at Scheels

Just starting your hydration resolution or simply wanting more for less? Try out a CamelBak. This bottle is considered the best when it comes to outdoor use.

Carrying 21 ozs. and costing less than a T-shirt, the CamelBak is available in many different styles and colors.

"I love how easy it is to sip and walk at the same time" said high school English teacher Joletta Yoder.



\$24.99 at Target

### FOR THE WATER WARRIOR

For a more social-media friendly option, try out the Sip by S'well bottles. They come in 59 different designs, and to up the hype, they sell "temporary tattoos" to personalize any bottle.

This stylish bottle keeps cold liquids cold for 24 hours and keeps hot liquids hot for 12 hours, making it cute and functional.

"I like the design and that it keeps my water cold all day," said freshman Ashlynn Kuhn.

### FOR THE HYDRO-HOLIC

If you want to go all day without having to refill, Hydro Flask offers bottles ranging from 12 ozs to 64 ozs and promises to keep liquids cold for 24 hours and warm for six hours.



\$39.95 at Scheels

"It's totally worth it because you don't have to get water between classes," said freshman Sara Hansen.

These water bottles are just as unique as the people hauling them around. There's a wide variety of choices for any personality, making it easy to find the perfect water bottle for you.

Most used water bottles at Hudson:

**#1 PLASTIC WATER BOTTLE**  
**#2 CAMELBAK**  
**#3 CONTIGO**

### FOR THE CHUG BUG

\$4.97 at Menards, 64 ozs.

"I would always finish my smaller water bottles in one or two class periods. I got lazy and got my cooler. Now I never have to fill it up during the day."

- said senior Dawson Ellingson

