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GREEN MARKETING GETS ROLLING & IS FLYING HIGH WITH INNOVATIVE BACK-TO-SCHOOL PAPERLESS RAFFLES FOR SKATEBOARDS

Organic Green SuperFoods Leader Amazing Grass Partners with Element Skateboards, Whole Foods Markets & Other Leading Retailers on Skateboard Raffles that Capitalize on Mobile Messaging Technology

San Francisco, CA (July 28, 2009) – We have entered the ‘dog days of summer,’ but the ambitious dogs in the pack aren’t laying around in the sun - they are already creatively preparing for the busy back-to-school season. Amazing Grass, the leading brand of organic Green SuperFood drinks for the whole family, is launching an innovative green marketing promotion throughout California on July 29 to support their new **Wild Berry Kidz SuperFood** and is partnering with the forward-thinking companies **Element Skateboard** and **Whole Foods Market** to help create a buzz. The Amazing Grass ‘paperless raffle’ is a social marketing promotion that combines mobile messaging technology, a fun skateboard giveaway and a healthy green message that resonates with kids.

Here is how the Amazing Grass Paperless Skateboard Raffle works:

- Each participating store will receive a cool new eco-friendly Element skateboard to raffle off and merchandising signage with their order of organic Kidz SuperFood from Amazing Grass.
- Stores will build a Kidz SuperFood merchandising display that incorporates the skateboard and signage.
- Amazing Grass will provide a bulk jet spray machine for product sampling at the participating stores.
- The promotion signage will feature a unique text keyword that is specific to the respective store.
- Store customers view the easy signage instructions and use their cell phone to send a text with the store raffle code and then receive an immediate text confirmation for their entry with additional information links.
- Each store will have a winning entry.
- Amazing Grass will manage the raffle electronically and will notify each winner and the applicable store manager.

The electronic aspect of the raffle reduces the use of paper that would otherwise be necessary to implement the project. The green marketing project also dovetails with Element Skateboards ‘Conscious By Nature’ green initiative for Summer 2009, and the skateboards being raffled are constructed primarily of organic and sustainable materials.

To design and implement the paperless raffle campaign, Amazing Grass has partnered with the mobile marketing experts at **Phizzle** (www.phizzle.com). “We offer an easy to use web-based mobile platform for marketers to launch and manage real-time mobile marketing campaigns,” says Ben Davis, Co-founder and CEO. “This technology concept has broad marketing applications and Amazing Grass is pushing the envelope by creating an in-store retail promotion,” adds Davis, who has also managed noteworthy mobile marketing campaigns for sports teams such as the Cleveland Cavaliers of the NBA.

For Amazing Grass, this is a chance to impress and support their California retail partners (Whole Foods this month and then Mother’s Markets, Henry’s Farmers Market stores, and Jimbo’s Naturally next month) and to provide their customers with a fun and youthful marketing campaign that generates excitement within the store. Because customers entering the paperless raffle can opt-in for more promotions and information, the campaign also provides valuable marketing data for Amazing Grass and their

partners. “Mobile technology and social media is the marketing wave of the future, and we are getting in the water early to ride it,” says Todd Habermehl co-founder of Amazing Grass. “We think that companies that want to succeed in this new economy need to think outside the box and test new marketing concepts with like-minded partners,” adds Habermehl.

The back-to-school timing of the kid-oriented promotion is important as well. The original Chocolate version of Amazing Grass Kidz SuperFood has been a leading seller for Amazing Grass for years, and therefore has inspired an investment of time and resources for a campaign to get the delicious new Wild Berry Kidz SuperFood off and running. Due to busy lifestyles and poor dietary habits, 85% of kids in the U.S. fail to consume the USDA’s recommended 5-to-9 daily servings of fruits and vegetables. Just about every parent has experienced frustration trying to convince picky children to eat healthy vegetables. **Amazing Grass** has created a convenient solution for children age 2 and up with their **Kidz SuperFood** drink powders.

New Wild Berry Kidz SuperFood is a nutritional powerhouse that combines 32 fruits and veggies with the delicious flavor of **Yumberry** – a hot new superfruit that is loaded with healthy antioxidants. Wild Berry Kidz SuperFood is the first delicious superfood fruit drink powder developed specifically for kids - but parents enjoy it too. One serving provides the antioxidant equivalent of 3 servings of fruits and vegetables. Wild Berry Kidz SuperFood contains more than **70% organic ingredients** and is an excellent source of Beta Carotene, Thiamin (B-1) and Vitamin K and is a good source of Vitamin C, Iron, Riboflavin (B-2) and Folic Acid. “This innovative superfood drink offers essential ‘whole food’ fruit and vegetable nutrition that you just can’t get from a multi-vitamin,” says Habermehl.

What is not in it is important, too. Kidz SuperFood is vegan and all-natural, which means no artificial colors, flavors and fillers. It is also gluten-free, dairy-free, soy-free and GMO-free and contains only **one gram of sugar per serving**. The powder mixes easily with water or any variety of milk and is offered in a scoopable 200g canister for a SRP of \$24.99, and in a 15-count box of convenient single-serve packets for \$21.99.

Amazing Grass’ mission is to educate the world about the benefits of green SuperFoods and the improved quality of life derived from healthy eating habits. In addition to the new **Wild Berry Kidz SuperFood**, Amazing Grass also offers **Green SuperFood**, **Chocolate Green SuperFood**, **Berry Green SuperFood**, and **Chocolate Kidz SuperFood** drink powders, 3 varieties of **Amazing Meal**, **Organic Wheat Grass** in drink powder and tablet forms, and organic **Whole Food Energy Bars**.

Amazing Grass is a friends-and family-owned company with roots that date back over 60 years of growing and dehydrating green foods. The company produces certified organic wheat grass, barley grass, oat grass, rye grass and alfalfa at a family farm in Kansas, and markets the most nutritious, convenient and affordable green SuperFoods to help families thrive. Amazing Grass stands out because the grasses are field-grown throughout the winter allowing the roots to soak up nutrients from mineral-rich soil for over 6 months. “The young leaves are harvested just one time each year at their nutritional peak,” says co-founder Brandon Bert. "The greens are carefully flash dehydrated at low temperatures, frozen as whole leaf powders and then packed in nitrogen to maintain freshness. The extra steps ensure customers get the most nutrient-dense raw green food powders in the world," adds Bert. www.amazinggrass.com