



## 24c Fast Facts

<i>What is 24c?</i>	Jones Soda Company produces 24c – great-tasting vitamin-enhanced waters and powdered drink mixes, high in Vitamin C and balanced to provide a full day’s worth of essential vitamins and minerals.
<i>24c Background</i>	24c is a delicious and new vitamin-enhanced beverage that originated in sunny southern California, where the days are long, the lifestyle is active, and good health is a top priority. With vitamin C to support wellness, minerals to replenish after exercise, and a combination of essential vitamins that help provide optimum energy, 24c is a fun, delicious way to keep your mind alert, your body energized, and your thirst quenched, all at the same time! Unlike many energy and vitamin-enhanced drinks on the market, 24c is sweetened with pure cane sugar, and is absolutely free of high-fructose corn syrup. Carefully balanced with the nutrients you need to hydrate, nourish and regenerate your body 24 hours a day, 24c is perfect any time of day: from sunup to sundown, morning, noon and night.
<i>24c Vitamins</i>	Every bottle or powdered mix packet of 24c provides up to 2000% DV Vitamin C, 125% DV Vitamin A, 62.5% DV Vitamin B2, 62.5% DV Vitamin B3, 500% DV Vitamin B6 and 500% DV Vitamin B12.
<i>24c Philanthropy</i>	Jones Soda Company is a proud partner of Vitamin Angels, an organization with a mission to prevent children from going blind. Every year, between 100 and 140 million children suffer from vitamin A deficiency, a condition severe enough in nearly 500,000 of them to cause permanent blindness. Even more tragically, with 12 months of losing their sight, over half of these children will die from related infections and diseases. With funds raised through contributions from 24c vitamin enhanced water, the Myjones.com website and the Jones Soda Under The Cap program, Jones Soda Company and 24c are donating the time and financial resources Vitamin Angels needs to distribute vitamin A supplements to one million children in developing and impoverished countries throughout the world, providing them with the simple, yet essential solution to this preventable health crisis.
<i>24c Flavors</i>	24c is available in bottles and in drink mix packets in six delicious flavors: Lemon Lime, Mandarin Orange, Tropical Citrus, Peach Mango, Berry Pomegranate, and Cranberry Apple.
<i>24c Pricing</i>	(all prices suggested retail) 20-ounce bottle: \$1.59 each 10-gram powdered mix packet: \$9.49 per case of 12
<i>Where is 24c sold?</i>	24c is now sold nationally in Whole Foods Market stores (powder mix only), Cost Plus World Market stores (ready-to-drink only), as well as in local grocery stores across the United States and Canada.
<i>24c On-line</i>	<a href="http://www.24c.com">www.24c.com</a>
<i>24c Contacts</i>	Media                      Heather Willison, <a href="mailto:heather@snap-pr.com">heather@snap-pr.com</a> , 303.517.2272