

# Beverage<sup>®</sup> INDUSTRY

June 2007

## VITAMIN GOODNESS

Jones Soda Co. is providing more vitamins than those included in its new 24C vitamin-enhanced water — the company is supporting the Vitamin Angels charity. Throughout the year, the company will provide support for Operation 20/20, which is an effort to eradicate childhood blindness due to vitamin A deficiency. The deficiency affects between 100 million and 140 million children annually, and of those, as many as 500,000 will go blind. Jones Soda is donating time and financial resources to provide vitamin A supplements to 1 million children in developing and impoverished countries. Funds will be raised through contributions from 24C, the [myjones.com](http://myjones.com) Web site, an under-the-cap program and viral marketing campaign.