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PURE BAR HEADS TO NYC TO 'ROCK IT' AT MAMAPALOOZA EVENTS, MAY 22nd & 23rd, 2010



This spring, Pure Bar announces its partnership alongside Redbook, Pure Yoga, Lucy, New York Life and Maybelline New York, to support the popular live music festival Mamapalooza, as it continues its mission of empowering women, mothers and families in a 2-part weekend event series.

Day one will be held on Saturday, May 22nd from 11 a.m. to 5 p.m. at Kensico Dam Plaza in Valhalla, NY for the 6th Annual Mamapalooza event.

Day two will be held on Sunday, May 23rd from 11 a.m. to 5 p.m. at Riverside Park South, Manhattan, NY for the 7th Annual Mamapalooza Outdoor Extravaganza/Summer on the Hudson event.

Mamapalooza prides itself on highlighting women everywhere while amplifying mothers' voices. This inspirational day is filled with information on health and well-being, along with live music, boutique shopping, activities for kids, news on green and sustainable living, and plenty of food vendors. Mamapalooza is a fun and enriching day in the park for Westchester families and Pure Bar is excited to be able to partake in the festivities, providing wholesome, real nutrition to all who attended.

The Pure Bar exhibition booth can be found in the Green & Healthy Lifestyle Zone joining the likes of Holistic Healthcare of Westchester, Clovee Products, Westchester Center For Natural Health, Juice Plus+, Krazy for Kazus, Platte Clove Naturals, Cabot Cheese, Delgado's Foods, Horn Of Plenty Kingston, Cabot Cheese, Northwinds Farm Lavender, Maryann Rivera - Fruit Smoothies.

MORE ON PURE

The Pure Bar is the health industry's only real answer to a line of truly all-organic, vegan/vegetarian snack bars. Made from simple, whole & raw ingredients only, Pure Bar delivers the highest amount of antioxidant loaded fruits, heart-and-brain-healthy nuts, organic fiber, and organic protein. It's the ultimate in healthy, portable nutrition. No matter who you are or where you are, Pure Bar always provides the greatest, wholesome ingredients with the best taste. Whether you're an on-the-go Mom, have an active Yoga practice, or just looking for a worry-free snack, Pure Bar will always be there to fuel mind, body and spirit.

INGREDIENTS

- > Made with only real, simple, whole ingredients
- > Unprocessed
- > USDA Certified Organic
- > Vegetarian/Vegan
- > Raw
- > Gluten-Free
- > Certified Kosher
- > Full of fiber & protein, plus antioxidants & omega-3s

- ✗ No Preservatives
- ✗ No Artificial ingredients
- ✗ No Harmful additives
- ✗ No Refined added sugars
- ✗ No Trans fats
- ✗ No Soy
- ✗ No Dairy

BRIEF HISTORY

Sitting at the family dinner table one night in 2004, Veronica's youngest daughter, Anna, then only 6-years-old, declared herself a vegetarian, refusing to "eat any animal that was once alive," as she put it. Seeing Anna's conviction, Veronica validated her young-daughter's choice by together researching the vegetarian lifestyle and whether it could truly be a safe enough lifestyle for both adults as well as children. They soon realized that it was not only safe, but also a healthier, more economical and environmentally-friendly choice. After a few years of eating vegetarian, organic and raw foods had inevitably become staples in their diets. Having an active young daughter, and being an on-the-go Mom herself, Veronica became frustrated at the lack of healthy, packaged, snack foods available in markets - foods that were organic and raw, but still tasty and convenient enough to throw in Anna's lunch box and/or her own purse. After succumbing to the fact that nothing like this existed, Veronica decided to make her own. Using nothing but a food processor and whole, simple ingredients from her own kitchen, the Pure Bar was born. She made chocolate "brownies" with organic cocoa, dates, almonds, walnuts, agave nectar and brown rice protein first, then created recipes for Trail Mix, Apple Cinnamon, Wild Blueberry, Cranberry Orange and Cherry Cashew. After securing the two-thumbs up on deliciousness from Anna, Veronica began bringing the bars to school and to family functions. People were so impressed with how great they tasted, and were completely shocked when found out how healthy they were. Seeing the success of her bars on a local level, a seed of ambition started to grow in Veronica. She now believed that her Pure Bars could be available to everyone. After more than a year of searching for the right manufacturer, working on perfecting her recipes and creating a shelf-stable product, Veronica finally found a way to get her product to the masses. The rest is history.

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For more information, and/or to schedule an interview with Pure Bar Founder Veronica Bosgraaf, please contact Kate Franklin, via Stanton & Company, at kate@stanton-company.com/310-305-7811.