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Media Alert: June 15th, 2010

**PURE BAR AT PROJECT: SAVE OUR SURF, JUNE 19th & 20th, 2010 -
SOUTHSIDE HUNTINGTON BEACH PIER**



Pure Bar is thrilled to support International Surfing Day by announcing its presence at the 2010 Project: Save Our Surf event, a 24-hour surf-a-thon to benefit the Surfrider Foundation, Heal the Bay and Inside the Outdoors.

Celebrity surfers include Sam Trammel (True Blood), Dylan Bruno (Numb3rs), Jesse Spencer (House), Sean Patrick Flanery (Boondock Saints), Chad Lowe (24), Michael Munoz (Amazing Race), Eric Balfour (24), Brandon Boyd (Incubus), David Chokachi (Beyond the Break), Gregory Harrison (Trapper John, MD), Chris Bruno (Dead Zone) and Kathy Zuckerman (Gidget). Surf luminaries participating include James Pribram, Matt Beacham, Mary Osborne, Angie Reno and Jon Rose (more names to be added.)

Recreational surfers will be joined by pro-surfers and celebrities from TV and film as they compete to put up the best wave each hour from 12:00pm Saturday, June 19th to 12:00pm Sunday, June 20th. One surfer will receive the "SURF 24 Surfer of the Year" trophy.

From 12:00pm-8:00pm on Saturday, June 19th and 8:00am to 12:00pm on Sunday, June 20th, Pure Bar will be on hand at the event sampling all 6 delicious flavors, doing product giveaways and handing out coupons to all who attend. Pure Bar will be joined by fellow exhibitors Body Glove, Got Milk?, The Living Clay Company, Sovereign Earth, 93.1 JACK FM and AMP 97.1, in the Eco-Village.

In addition to sampling product for event attendees, Pure Bar will be featured in each of the 350 VIP/celebrity gift bags.

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For more information on Pure Bar, please contact Kate Franklin, via Stanton & Company, at kate@stanton-company.com/310-305-7811