



For Immediate Release

Contact: Megan Esteves
Regan Communications Group
(212) 710-0322 Ext. 518
mesteves@regancomm.com

Vibranz Beverages Supports New Sustainability Program at Healdsburg High School

Local Business Kicks Off Corporate Giveback Program with Donation to Construction and Sustainability Academy (CASA)

(Healdsburg, CA) November 16, 2010 – Healdsburg-based Vibranz Beverages®, makers of Vibranz Kombucha Teas, a line of USDA organically certified kombucha tea beverages, is proud to announce the first recipient of its Corporate Giveback program: Healdsburg High School's Construction and Sustainability Academy (CASA).

"As Healdsburg residents, we appreciate the efforts of the teachers at Healdsburg High School to educate our students on the principals of sustainability," said Vibranz co-founder Kathy Taylor. "Sustainable business practices are playing an increasingly vital role in the success of businesses across the country and we believe it will continue to grow in importance over the next decade."

CASA is a brand new concept for teaching sustainable building practices to the next generation of building industry leaders. Working with their instructors and local building professionals, students learn to build from the ground up. They build forms, pour concrete, frame walls, pull wire, install plumbing, and more, all outside of the classroom in a real world setting. This "out of classroom" experience helps to relay a core principle of the CASA program: that sustainability is achieved by respecting and supporting locally owned businesses, the backbone of small towns like Healdsburg. Students are also introduced to green building concepts and opportunities in the emerging green jobs market, so they will have more opportunities and practical knowledge when they leave high school. By teaching students to build safely and properly, inviting local builders to engage in the learning community, and providing opportunities for students at all levels of educational attainment, CASA demonstrates how environmental stewardship, economic vitality and social justice intersect to encourage success.

"We are excited to have the support of Vibranz for our new CASA program," said Pamela Swan, Executive Director of the Healdsburg Education Foundation. "Vibranz has set a great example for our students that sustainability and success often go hand-in-hand. There are three key principles of sustainability - environmental stewardship, economic vitality and social justice. Vibranz and CASA share these principles by investing in the future in a healthy, fiscally responsible, and productive manner."

Locally owned and operated, Vibranz is committed to sustainability, using only 100 percent recyclable and biodegradable packaging and shipping materials. The leading kombucha tea company, which recently reached profitability in its thirteenth month of business, is the first to write a corporate social responsibility program into its Articles of Incorporation. Vibranz's Corporate Giveback program was created with the goal of continually supporting the local Healdsburg community, of which 95 percent of Vibranz's staff are members, and supporting the causes that its growing national following of consumers believe in.

About Vibranz Beverages

Healdsburg, California-based Vibranz Beverages, producers of USDA organically certified Vibranz Kombucha Teas, was co-founded by Kathy Taylor, David Cordtz and Robert Cordtz in 2009. A yoga devotee and kombucha zealot, Taylor brought her passion for kombucha to market with the help of David Cordtz, an internationally renowned California winemaker with nearly 20 years of commercial winemaking experience and Robert Cordtz, a veteran of the beverage bottling industry, with over 10 years of experience in beverage manufacturing, production facility design and operations.

Locally owned and operated, Vibranz is committed to sustainability, using only 100 percent recyclable and biodegradable packaging and shipping materials. Vibranz is also committed to supporting green and fair trade partners and their local community, with 95 percent of its staff living within five miles of its headquarters. Vibranz Kombucha Tea retails between \$4.69 and \$3.89 and is available in eight distinctive flavors including Original, Blood Orange, Chai, Ginger, Lemon-Ginger, Peach-Passionfruit, Pomegranate and Raspberry. For additional information and a list of retailers nationwide, please visit www.Vibranzbev.com .