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January 27, 2014
For Immediate Release

BONESHAKER PROJECT RECEIVES 1% GIVEBACK PLEDGE FROM BEARDED BROTHERS

AUSTIN, TX - [Boneshaker Project](#), an Austin-based non-profit organization, is strengthening their community partnership with [Bearded Brothers](#), an Austin-based, wholesome snackfood company. Bearded Brothers plans to donate 1% of gross sales of their Radical Raspberry Lemon nutrition bars to Boneshaker Project, helping fund the organization's mission of inspiring kids to live healthy, active lifestyles.

Riley Gerber, Executive Director of Boneshaker Project, says "We would like to express our extreme gratitude towards Bearded Brothers for their generosity and dedication to our cause. Their support will allow Boneshaker Project to continue to grow and influence the lives of people in the community. Our board of director's vision includes strategic partnerships with companies and organizations that place health and nutrition at the forefront of their business model, as these are two core values we hope to instill in each child that experiences a Boneshaker afterschool, weekend, or summer program or event. "

"We're excited to strengthen our partnership with Boneshaker through our 1% Give Back initiative. We hope this will help Boneshaker strengthen their ability to inspire kids to be physically active and educate them about healthy lifestyle choices," says Caleb Simpson, co-founder of Bearded Brothers. Bearded Brothers Energy Bars are raw, vegan, gluten free, soy free, non-GMO, and 100% organic. The Radical Raspberry Lemon bar is naturally sweetened with figs, sunflower seed butter, raspberries, and cold pressed lemon extract, and the brand's first nut-free bar. "Being nut-free, and with the increasing prevalence of nut allergies in the U.S.," says Simpson, "we expect this bar to be our top selection for kids."

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The Radical Raspberry Lemon bar's packaging includes a commitment statement to Boneshaker, and supportive point of sale piece will also bring further attention to the campaign. Bearded Brothers is currently in more than 20 distribution sites around Austin. The bars can be found the following locations:

- All Juiceland locations (<http://www.juicelandaustin.com/home>)
- All Royal Blue Grocery locations (<http://royalbluegrocery.com/>)
- Wheatsville Food Co-Op (<http://wheatsville.coop/>)
- All Caffé Medici (<http://caffemedici.com/>)
- Division One Bicycles (<http://d1bicycles.com/site/>)
- Trianon Coffee (<http://www.trianoncoffee.com/>)
- All Whole Foods Market locations (<http://www.wholefoodsmarket.com>)

Boneshaker Project's mission is to inspire kids towards daily physical activity, and encourage them to lead others to pursue healthier lifestyles. In Austin alone, more than 20% of all kids across all grade levels are considered overweight, and almost 50% of minority children are not getting the recommend amounts of physical activity. As a result, they are unhealthy, unmotivated, and setting the stage for a lifetime of health problems and poor self-esteem.

Boneshaker Project produces grassroots afterschool and weekend cycling, running, general fitness and healthy lifestyle programs and events in the Austin area targeting kids ages 9-15. Social engagement is an integral part of their concept via Twitter ([BoneshakerTX](#)), Instagram ([BoneshakerTX](#)), Facebook ([Boneshaker Project](#)) and via website www.boneshaker.org.

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