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News Release

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FOR IMMEDIATE RELEASE:

**KIDStrong® Krew Celebrates July 4th on Long Island
by Distributing Free Samples of the KIDStrong® Hydration Beverage
During Local Fund-Raising Events**

Fair Haven, NJ (June 30, 2010) – KIDStrong® Enterprises, an innovative provider of positive energy to kids worldwide, recently announced that its KIDStrong Krew will be celebrating Independence Day by making special appearances on Long Island during the July 4th weekend.

The KIDStrong Krew is a group of high school and college students who represent a healthy and active lifestyle that makes public appearances to dispense KIDStrong product samples, disseminate product information, and participate in special events and activities.

During the July 4th weekend, the KIDStrong Krew will make the following appearances on Long Island:

- **Sunday, July 4th**

The Bellmore Striders 28th Annual Independence Day Run

This race is dedicated to Matthew Warkala.

- Location: Petit Avenue, Bellmore, LI
- Start Time 1-Mile Children's Fun Run: 8:30 AM
- Start Time 4-Mile Run Start Time: 8:30 AM
- Additional Information: www.bellmorestriders.com

Independence Triathlon

A portion of this year's triathlon proceeds will be going to the Wounded Warrior Project to help support their efforts in helping our injured soldiers.

- Location: Nassau County Aquatics Center, Eisenhower Park, East Meadow, NY
- Start Time: First swimmer hits the water at 7:30 AM
- Additional Information: <http://www.triandduit.com/IndependenceTri/RaceInfo.html>

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“The KIDStrong Krew is devoting part of their July 4th Holiday to support local Long Island charitable athletic events, and to provide younger participants and observers with samples of our KIDStrong[®] Hydration Beverage,” explained KIDStrong’s Chief Marketing Officer, Martin Mannion. “They are regular high school and college students from the Tri-State area who embody the KIDStrong philosophy that health, vitality, and optimism can empower children physically and mentally.”

To request a KIDStrong Krew appearance at your special event, please call 888-302-0236. For information about the KIDStrong[®] hydration drink for children, please visit www.KIDStrong.com.

About KIDStrong[®] Enterprises

KIDStrong[®] Enterprises embraces the belief that children are our planet’s most valuable asset. Its mission is to deliver a message of strength, health, vitality, and optimism by providing products and understanding that empower children both physically and mentally. The company strives to be a no-nonsense provider of tips, tools, and all-natural products to make it easier for children and their parents to live a healthy lifestyle.

About KIDStrong[®] Hydration Beverage

The KIDStrong[®] hydration drink is low in sugar and scientifically formulated with all the vitamins and nutrients kids require to live a healthy, active, and productive lifestyle. By harnessing the most recent scientific research, KIDStrong Enterprises has developed a unique refreshment for children that is nutritious and tastes great. It is currently available in two flavors – natural orange and natural grape; with additional flavors soon to follow.

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