

O.N.E. Coconut Water Launches the Liquid Revolution and Announces the Formation of the O.N.E. World Fund

September 14, 2011, LOS ANGELES, CA – O.N.E. Coconut Water (O.N.E.) announces the launch of the Liquid Revolution, a movement to change people’s lives through the choices they make about what they drink — improving their health, benefiting farmers and enhancing the environment in the process. The Liquid Revolution reflects O.N.E.’s commitment to drive positive change and playfully invites people to think about how they MOVE. DRINK. GIVE and how their choices make a difference. As part of the Liquid Revolution, O.N.E. is preparing to launch the O.N.E. World Fund through which it will support community development and environmental enhancement projects in the U.S. and throughout the world.

“Since our inception we have been dedicated to encouraging people to make healthy lifestyle choices and we are committed to having a positive impact on the environment and small farmers through our business,” says O.N.E. Founder and CEO Rodrigo Veloso. “The Liquid Revolution and O.N.E. World Fund bring this commitment to life in exciting new ways.”

For the next several months, for every Like on its Facebook page, O.N.E. is contributing one dollar to Healthy Child Healthy World, an organization dedicated to educating parents and others about creating healthy homes and communities for children.

O.N.E. is releasing a minute-long “Origins” video to celebrate the benefits of O.N.E. Coconut Water and to ring a bell for the Liquid Revolution mantra – MOVE. DRINK. GIVE. Animated by the explosive power of Green Bay Packer linebacker Jarrett Bush, “Origins” invites viewers to MOVE for health and well-being, to DRINK sustainably produced, nourishing beverages, like O.N.E. Coconut Water, and to GIVE through the choices they make about what they drink.

To view the Origins video, [visit this link: http://www.youtube.com/watch?v=A05fbQE4Ns](http://www.youtube.com/watch?v=A05fbQE4Ns)

Visit the [O.N.E. Facebook page](http://www.facebook.com/onecoconutwater): <http://www.facebook.com/onecoconutwater>

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O.N.E.TM Coconut Water

liquidrevolution
MOVE. DRINK. GIVE.

About O.N.E. Coconut Water

In keeping with its commitment to promoting health and well-being – for people and planet – O.N.E. Coconut Water launched the Liquid Revolution to catalyze a movement to engage people to MOVE. DRINK. GIVE. and to make a difference through the choices they make.

Giving is core to ONE founder and CEO Rodrigo Veloso and integral to the company's mission. O.N.E. is a founding member of the [Conscious Capitalism Alliance](#), and supports various organizations that educate people about making healthy choices for themselves, their families, their communities and the environment, including [Healthy Child Healthy World](#). We are preparing to launch the O.N.E. World Fund, through which we intend to support communities where we source and sell O.N.E. products.

O.N.E. Coconut Water is available in over 18,000 retail outlets including Whole Foods Market, Publix, Kroger Stores, Safeway, 7 Eleven, Cost Plus World Markets, Vitamin Shoppe and on Amazon.com.