



Arizona Beverages Donates Percentage of Net Sales to Operation Smile

Arizona Beverage's best-selling Lemon Tea, Green Tea, and Sweet Tea debut in new packaging to support Operation Smile's worldwide mission to help repair childhood facial deformities.

NORFOLK, VA ([PRWEB](#)) August 26, 2006 -- Fans of AriZona Beverages, makers of the number one ready-to-drink iced-tea brand in America, have something new to smile about this summer; the chance to help bring a smile to a child's face.

This summer, AriZona introduced its best-selling Lemon Tea, Green Tea and Sweet Tea in new packaging to raise awareness and funds for Operation Smile, a private, not-for-profit, volunteer medical services organization providing free reconstructive surgery and related healthcare to children around the world suffering with cleft lips, cleft palates and other facial deformities — a problem that afflicts one in 500 children around the world. AriZona is donating 5% of the net sales of these specially-packaged beverages to Operation Smile as part of a new national cause-related campaign.

“Operation Smile volunteers are reflective of the type of American ingenuity that can make a difference worldwide. To see a child smile for the first time after undergoing reconstructive surgery is inspiring,” noted Wesley Vultaggio, VP of Brand Development for AriZona Beverages. “When we heard that it costs just \$240 to conduct one cleft lip surgery, and we looked at the popularity of our flagship products — we saw a synergy that can generate widespread awareness and funds for a great cause.”

Since 1982, Operation Smile has medically treated more than 100,000 children in 30 countries. It was during Operation Smile's May medical mission to Peru that AriZona Beverages' team joined the Operation Smile team on-site and saw firsthand how a 45-minute cleft lip surgery can change a child's life forever.

As part of the partnership, AriZona launched new 1-liter bottles for three of their best selling SKUs — Lemon Tea, Green Tea, and Sweet Tea — and, on select bottles, will replace the original iconic packages and labels with Operation Smile branded messaging and imagery. The packaging prominently features Operation Smile's mission statement and images of children who have been helped by the organization.

“When you look at the fact that AriZona is the number one ready-to-drink iced tea, it quickly becomes evident that they are a wonderful partner to reach millions of people who want to make a difference in a child's life,” said Dr. William P. Magee Jr., Co-founder and CEO of Operation Smile. “Our passion is to eradicate a very real health problem, and through a new smile, give children a chance at a new beginning. Now we have a great vehicle to communicate our message - on every special bottle of AriZona Iced Tea.”

AriZona's Operation Smile Lemon Tea, Green Tea, and Sweet Tea will be available nationwide at Brooks, Cumberland Farms, Dierbergs, Dollar General, Dollar Tree, Eckerd, Ingles, JETRO, Jewel Food Stores, Ninety-Nine Cents Only, The Penn Traffic Company, Sheetz, Clinton's Variety & Wholesale and Walgreens.

About AriZona Beverage Company

Ferolito, Vultaggio, & Sons (AriZona Beverages) was founded in 1971 by Don Vultaggio and John Ferolito to this day remains an independent, privately held, family-run American business. AriZona Beverage Company, makers of AriZona Iced Tea, flavored waters, and energy drinks is the largest and fastest growing ready-to-drink beverage company in the United States enjoying over a 50% sales growth in 2004. They have built their



business by making great products, providing terrific value, and using high quality ingredients to meet the needs of the consumer and the market. For more information, visit www.arizonabev.com

About Operation Smile

Operation Smile, Inc. (www.operationssmile.org) was founded in 1982 by Dr. William P. Magee Jr., a plastic surgeon and his wife, Kathleen, a nurse and clinical social worker. Operation Smile has traveled to 30 developing countries over the last 24 years, partnering with local physicians and institutions in order to build a legacy of trust, hope, health and dignity for more than 100,000 patients hoping for a chance at a normal life. Medical volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families.

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