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FOR IMMEDIATE RELEASE

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LAUNCH PARTY FOR NEW SPORTS DRINK COMING TO LITTLE ROCK

Junior League of Little Rock to host event

The city of Little Rock is excited to announce that it has been chosen as the host city for Junior League of Little Rock will be hosting a launch party for a new sports drink, ABC+, that is about to hit the market.

The makers of ABC+ are excited to introduce the new product to the public and feel that Little Rock is a great place to get things started. The city was chosen over a couple others for the historic downtown area, athletic success, and growing market. The company hopes to reach not only athletes and younger consumers, but those who have been involved around the community as well.

The event will consist of a presentation over the company and the product, with merchandise giveaways and samples throughout the night. There will also be a drawing near the end of the event, with the winner taking home a lifetime supply of ABC+. The event is scheduled to start at 7 pm, doors will open at 6:30.

The Junior League of Little Rock is located at 401 Scott St, Little Rock, AR 72201. For any further directions, you may contact the Junior League at 501-375-5557.

Quote from Connor Edge, an executive for ABC+: "We are very excited about the opportunity to show the new product off to an audience. I personally, along with the rest of the company feel that ABC+ is deserving of an event like this and hope that with success here we can open some doors for more great opportunities."

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For more information about this event or about the product, contact Wes Hannaford at 417-234-4138 or e-mail at wh80@live.missouristate.edu

