

HIGH VOLTAGE BEVERAGES LLC
6000 FAIRVIEW ROAD, SUITE 1200
CHARLOTTE, NC 28210
704-552-3632

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION, CONTACT
Kenneth S. Allen 704 347-2500
The Allen Agency Communications, Inc.
Or
Bill Sipper, High Voltage Beverages
704 552-3632

Volt Soft Drinks Sponsor Ultimate College Bowl Voter Registration Drive

CHARLOTTE – Volt soft drinks join Guitar Hero, MySpace.com and several other nationally known brands to sponsor the Ultimate College Bowl, a voter registration drive put together by Whytuesday.org.

The goal of the drive is for every college student to register and vote in the 2008 election.

“We are proud to sponsor this effort,” said Bill Sipper, president of High Voltage Beverages, which produces and distributes Volt soft drinks.

“Our high performance sports drinks and our citrus shock sodas are very popular among college students and we are happy to help give them a nudge to do their civic duty,” said Sipper.

The Ultimate College Bowl pits schools against each other in voter registration competition. The winning school will get a free Death Cab for Cutie concert and individuals who sign up the most voters win prizes such as Guitar Hero setups, Volt soft drinks and scholarship money.

“We all know that student compete on all fronts from fencing to football to debates,” said Jacob Soboroff, executive director of Whytuesday.org. “But now it is time for us to compete on the playing field of democracy.”

Participants in the contest go to the Ultimate College Bowl website (www.ultimatecollegebowl.com) to join and to register themselves and their friends. Registration is handled by a viral voter registration application.

About High Voltage Beverages

High Voltage Beverages, based in Charlotte, NC, produces high energy sports drinks to compete with Gatorade and POWERade, and citrus shock sodas to compete with Mountain Dew.

