

## FOR IMMEDIATE RELEASE

Contact: Colleen Norwine  
Cooper Tea Company  
[cnorwine@coopertea.com](mailto:cnorwine@coopertea.com)  
303.587.8197

Megan McIntyre  
Alliance for a Healthier Generation  
646.775.9151  
[megan.mcintyre@HealthierGeneration.org](mailto:megan.mcintyre@HealthierGeneration.org)

# Cooper Tea Offers Healthier Beverages and Expanded Choices for High School Students

*B.W. Cooper's Iced Teas Meet Alliance for a Healthier Generation Guidelines for High Schools*

**LOUISVILLE, COLO.** (June 28, 2010) - Cooper Tea Company has announced it is working with the Alliance for a Healthier Generation, a joint initiative between the American Heart Association and the William J. Clinton Foundation, by adopting its School Beverage and Competitive Food Guidelines for five of its premium B.W. Cooper's Iced Brew Teas, to ensure healthier beverages are available for high school students across the country.

"Schools are working hard these days to provide healthier food and beverage choices that students actually enjoy. We sympathize – it's not easy." said Colleen Norwine, Cooper Tea Marketing Director. "We're proud of the work we've done with the Alliance to help make that job easier. Our iced teas are exciting new beverage options that their students are going to love."

The B.W. Cooper's Iced Brew Tea concentrates meeting the School Beverage Guidelines for high schools include three zero-calorie teas: Organic Unsweetened Tea, Classic Unsweetened Tea, and Unsweetened Blackberry Tea and two low-calorie teas: Sweet Tea (60 calories/8 oz) and Pomegranate Tea (66 calories/8 oz).

Cooper Tea Company is a specialty tea company known for its premium iced tea concentrates. B.W. Cooper's Iced Brew Teas are served in over 10,000 locations in the U.S. ([CooperTea.com](http://CooperTea.com))

The American Heart Association and the William J. Clinton Foundation joined forces in May of 2005 to create a healthier generation by addressing one of the nation's leading public health threats – childhood obesity. The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity by 2015, and to empower kids nationwide to make healthy lifestyle choices. For more information please visit: [HealthierGeneration.org](http://HealthierGeneration.org).

###