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News

ZonePerfect® Nutrition Bars Launches Nationwide Tour with VH1 Save The Music Foundation to Nourish Arts, America's Schools

Abbott Nutrition to help the VH1 Save The Music Foundation restore music programs in public schools and fuel discovery of emerging talent at premier music and film festivals nationwide

March 19, 2009

COLUMBUS, Ohio ([NYSE: ABT](#)) – [Abbott](#) today announced that [ZonePerfect® Nutrition Bars](#) is launching the "*live.create.*" campaign, partnering with the [VH1 Save The Music Foundation](#) to help restore instrumental music programs in America's public schools.

The year-long partnership will help raise awareness for the Foundation by enabling ZonePerfect Nutrition Bar consumers to donate and help elementary and middle school students nourish their own discovery of the arts. Abbott Nutrition is donating a portion of proceeds from ZonePerfect bars to the VH1 Save The Music Foundation, for a total of \$120,000. The donation will assist in the Foundation's efforts to purchase instruments for schools in need of music education programs.

As part of the campaign, beginning in March, during Music in Our Schools Month, the ZonePerfect brand will make stops in 12 cities – and hold special music and arts events at the "*live.create.*" lounge from March 14 - 21 at the 2009 South by Southwest Festivals and Conferences in Austin, Texas, and another at Film Independent's 2009 Los Angeles Film Festival from June 19 - 27. The "*live.create.*" lounge in Austin and Los Angeles will each showcase a signature VH1 Save The Music Foundation music event, featuring emerging artists and local student musicians who've benefited from Foundation-funded programs, to bring the partnership to life. These ZonePerfect brand lounge and tour events will help culture-lovers fuel their passions for the latest in art, music and film.

News Facts:

- Beginning in March, and continuing through the end of the year, consumers can participate in the donation campaign by entering UPC codes from ZonePerfect Nutrition Bars online at www.zoneperfect.com/vh1/vh1-index.aspx. With every UPC code entered from a single bar, the makers of ZonePerfect will donate \$0.05 and for every multi-pack carton UCP code, \$0.50 will be donated to the VH1 Save The Music Foundation, for a total donation of \$120,000. Each code serves as an automatic sweepstakes entry to ZonePerfect's Win a Trip for Two to the 2009 VH1 Save The Music Foundation Gala in New York City.

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- The ZonePerfect brand is a returning sponsor of the [2009 South by Southwest Festivals and Conferences](#) – a 23-year-old event highlighting the latest in interactive media technology, independent filmmaking and more than 1,800 musical acts of all genres from around the globe on more than 80 stages throughout downtown Austin.
- The ZonePerfect brand will launch its inaugural sponsorship of Film Independent's [2009 Los Angeles Film Festival](#) in June. Now in its 15th year, the Los Angeles Film Festival is recognized as a world-class event, providing the movie-loving public with access to filmmakers, scholars, critics, film industry professionals and emerging talent from around the world.
- Ten additional tour stops are scheduled for spring and summer 2009, including events at the [Seattle International Film Festival](#), the [Chicago Blues Festival](#) in Grant Park and Denver's [Cherry Creek Arts Festival](#), and will feature performances with local musicians. Students who have benefited from the VH1 Save The Music Foundation will be invited to perform at select tour stops.
- Festival visitors will sample ZonePerfect bars, including three new flavors of its popular Dark Chocolate Nutrition Bars – Dark Chocolate Caramel Pecan, Dark Chocolate Mocha and Dark Chocolate Cookies N' Creme – at each tour stop event.

Commentary on ZonePerfect Bars' Support of the VH1 Save The Music Foundation and the Donation Campaign:

From Monica Hysell, Abbott Nutrition general manager and division vice president, Healthy Living:

"Music education is an important part of a balanced education, but many schools have had to suspend their programs due to fiscal constraints. Now, enjoying a ZonePerfect bar does more than keep people fueled; it supports the development of future generations of artists and music lovers. A portion of proceeds from purchases of ZonePerfect bars will be donated to the VH1 Save The Music Foundation for a total of \$120,000 to help ensure that more children have access to music programs in their schools."

"Smart, creative thinking and expression must be properly fed. ZonePerfect bars are a balanced fuel that ignites those who are always on the move to stay sharp, focused and in pursuit of great taste in life, food, music and beyond."

From Paul Cothran, executive director of the VH1 Save The Music Foundation:

"The VH1 Save The Music Foundation applauds the ZonePerfect team for choosing music education as the core of its efforts to support the arts as we work toward our goal of bringing music and creativity into the curriculum of every public school in our nation."

Where to Buy:

ZonePerfect Nutrition Bars, including three new ZonePerfect Dark Chocolate Nutrition Bar flavors, are available nationwide in the nutrition aisle at [grocery stores, mass merchandisers, natural foods stores, warehouse clubs and drug stores](#) and online at www.AbbottStore.com.

Flavors:

Including new Dark Chocolate Caramel Pecan, Dark Chocolate Mocha and Dark Chocolate Cookies N' Creme, ZonePerfect® Nutrition Bars are available in [10 Classic, six Dark Chocolate, three Fruited and three Snack Size flavors](#).

Multimedia:

Video:



See VH1 Save The Music Foundation Ambassadors discuss the importance of making creativity and music an integral part of every child's complete education at www.vh1savethemusic.com/gallery/video.

live.create.contribute:

live.create.contribute



With every single bar UPC code entered, ZonePerfect nutrition bars will donate \$0.05, and for every multi pack carton UPC code \$0.50 to the VH1 Save The Music Foundation, for a total donation of \$120,000.



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Experience:



For the complete schedule of the "live.create." tour, visit www.zoneperfect.com/creativity/zp-on-location.

Get High-Resolution Images:



About ZonePerfect®

[ZonePerfect](http://www.zoneperfect.com) Nutrition Bars provide balanced nutrition for busy people who refuse to sacrifice great taste. Full size ZonePerfect Bars are a good source of 19 essential vitamins and minerals and contain 180-220 calories and 12-15 grams of protein per serving. All ZonePerfect Nutrition Bars contain an ideal balance of carbohydrates, protein and fat to keep on-the-go consumers satisfied. They are available in 19 flavors that appeal to taste preferences at any time of day.

About Abbott Nutrition

Abbott Nutrition (www.AbbottNutrition.com) develops and markets a wide range of science-based infant formulas, medical nutritionals, nutrition and energy bars, and related products to support the growth, health and wellness of people of all ages. Abbott Nutrition's internationally recognized brands include the Similac® brand of infant formulas; the Gain® brand of growing-up milks for older babies and toddlers; the PediaSure® brand of nutritionals and snacks for children; and the Ensure® brand of adult nutritionals.

Additionally, Abbott Nutrition is a leader in medical foods clinically shown to address the distinct dietary needs of people with serious health conditions or special nutrient requirements, such as the Glucerna® brand of nutrition shakes and bars for people with diabetes. Abbott Nutrition also offers specialized nutrition products to meet the unique needs of competitive athletes.

About Abbott

Abbott is a global, broad-based health care company devoted to the discovery, development, manufacture and marketing of pharmaceuticals and medical products, including nutritionals, devices and diagnostics. The company employs more than 72,000 people and markets its products in more than 130 countries.

Abbott's news releases and other information are available on the company's Web site at www.abbott.com.

About the VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. Since 1997, VH1 Save The Music has provided \$43 million worth of new musical instruments, donated to more than 1,600 public schools in more than 100 cities around the country, impacting the lives of more than 1.2 million public school students.

Many of America's greatest thinkers, innovators and leaders all have one thing in common: Before they made history, they learned how to play a musical instrument. For 12 years strong, VH1 Save The Music has provided the necessary resources to foster the next generation of music makers and creative minds through music education in our public schools. In October, Beyoncé, Jamie Foxx, Chris Webber, Gavin DeGraw, NE-YO, Johnny Rzeznik, Natasha Bedingfield, The Fray, Tamia, 3 Doors Down and Venus Williams have agreed to serve as the Foundation's Inaugural Class of Ambassadors – each committed to being the Foundation's most powerful advocates by raising funds and proclaiming the importance of music to a child's education and the urgent need to invest in the next generation of leaders. For more information or to join the movement to provide a comprehensive music education to a greater number of students, visit www.vh1savethemusic.com to "First Make Music, Then Make History."

Related Links:

- www.ZonePerfect.com
- www.VH1SaveTheMusic.com
- www.sxsw.com
- www.lafilmfest.com
- www.seattlefilm.com
- www.chicagobluesfestival.us
- www.cherryarts.org

Press: High-res Images and more for ZonePerfect at www.e-mediaroom.com/zoneperfect and for Abbott at www.e-mediaroom.com/abbottnutrition Find out about ZonePerfect's Mission to Nourish Discovery and Celebrate the Arts at www.ZonePerfect.com/About

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[See all 19 ZonePerfect flavors at www.zoneperfect.com/products.aspx](http://www.zoneperfect.com/products.aspx)
www.AbbottNutrition.com
www.Abbott.com

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