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ZipFizz Is The First Company To Use Video Blogging For Impromptu Taste Tests At Seattle HempFest

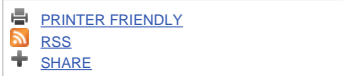
August 19, 2005 [Food & Beverage News](#)

(PRLEAP.COM) Seattle, WA – Zipfizz, the healthy energy powder, with only 10 calories, no sugar, and 2 net carbs, will be collaborating with independent Video Blogger, Jack Olmsted, at the 14th annual Seattle HempFest, August 22-24 at Myrtle Edwards Park along Seattle's waterfront.

YouTube.com, the free video sharing community, will host the video clips (tag:zipfizz) on their servers.

WATCH VIDEO: ZipFizz At The Bite Of Seattle (July 2005):

<http://www.youtube.com/?v=cY5a8sy7Tbs>



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"ZipFizz is proud to be one of the first companies to ever work with a video blogger to spread the word about our healthy energy drink mix" says Shae Allen, word-of-mouth campaign director. "We feel that digital video is the perfect medium for capturing our consumer's first reactions, and are excited to be testing this theory out at Hempfest 2005 with the help of our favorite V-Blogger, Jack Olmsted. Video blogging speaks right to our core marketing values – which are that word-of-mouth is a more successful sales tool than any multi million dollar promotional campaign ever could be."

"It has been fantastic working with Shae and her team to make this historical event occur," explains Jack Olmsted, video blogger. "Zipfizz is the first company I have worked with that realizes that the Internet is a critical communication channel for consumer commentary. A large cross section of consumers will have the opportunity to look straight into my lens and tell the world in their own words what they think about tasting Zipfizz for the very first time. People connecting with products and talking about their experiences - this is a fundamental component to modern marketing."

If you attend HempFest this weekend, stop by the ZipFizz Booth (#429) that is located by the main stage and put the new healthy energy drink mix to your personal taste test and tell the world what you think.

About ZipFizz

Zipfizz is a " the healthy alternative to energy, sports drinks and coffee ." Zipfizz transforms water into a healthy, energizing performance drink. Most people tell us that about 15 minutes after trying Zipfizz they feel alert, energized, and refreshed ... but without the jitters that you might get from ephedra, high levels of caffeine, or sugar.

<http://www.zipfizz.com>

Resources:

HempFest: <http://www.seattlehempfest.com>

YouTube: <http://www.youtube.com> tags: hempfest, Zipfizz

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