

Harvest Squeeze Lemonade, Marathon Restaurants team up to put the Squeeze on Childhood Cancer with Alex's Lemonade Stand Foundation

Harvest Squeeze Lemonade's National Rollout to be celebrated with week of fundraising, June 28 – July 2, to help fight childhood cancer one cup of lemonade at a time.

PHILADELPHIA, Pa., June 22 (SEND2PRESS NEWSWIRE) – In their efforts in the battle against childhood cancer, Harvest Squeeze Lemonade will celebrate the National Rollout of the brand at the Marathon Restaurants in Center City Philadelphia. From Monday June 28 through Friday July 2, 2010 Harvest Squeeze Lemonade and Marathon will run a week of fundraising to benefit Alex's Lemonade Stand Foundation for Childhood Cancer (ALSF). Marathon will host a series of special events and promotions to raise funds for the foundation dedicated to finding a cure for all kids with cancer. While Marathon's 1818 Market location will play host to a series of fundraising events, all six Marathon locations will donate all revenue generated by lemonade sales to ALSF during the fundraising week.

To kick off the week of fundraising events, Alex's parents Liz and Jay Scott will be joined by local childhood cancer heroes for lunch at Marathon's 1818 Market location on Monday, June 28. The families will enjoy Marathon's Limonata (lightly sparkling) version of Harvest Squeeze Lemonade as well as special lemonade inspired meals. A portion of the sale of each special meal will be donated to ALSF.

The very next day, Tuesday, June 29, Marathon will host an extended version of their Kids' Happy Hour. From 5-7 p.m. All children in attendance will enjoy live entertainment, half priced kids' meals, and takeaway gifts for lemonade purchases. Sticking with the theme of Alex's Lemonade Stand, there will also be a special story time reading of Alex and the Amazing Lemonade Stand.

To cap off the week of fundraising festivities, Marathon will host an adult happy hour on Thursday, July 1 from 5-8 p.m. Special Harvest Squeeze Lemonade cocktails featuring Philadelphia Distilling's Bluecoat Gin and Penn1681 Vodka will be served. Philadelphia Eagles Offensive Lineman Winston Justice will act as a guest bartender and DJ Jon Gill will provide music. The event is sure to be a success with the help of Nicole Cashman, President and CEO of Cashman and Associates.

Multi-Flow Industries recently announced their new line of lemonade beverages, branded under the Harvest Squeeze Juice label. With a tag line of "It's about being Real!", the line-up includes a Classic Yellow Lemonade, served still or sparkling as Limonata, a Pink Lemonade, and a Half Tea/Half

Lemonade variety. All varieties are blended with Real Sugar, Real Lemon Juice and offer Real Calorie Reduction: 25% less calories than a typical serving. The Harvest Squeeze Lemonade recipes use a blend of real sugar and crystalline fructose, an all-natural sugar which allows for the caloric reduction without the use of artificial sweeteners. At least 30% of the profits Multi-Flow generates from sales of Harvest Squeeze Lemonade will be donated to the ALSF every year.

About Alex's Lemonade Stand Foundation:

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). 2010 marks 10 years since 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of volunteers across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$30 million towards fulfilling Alex's dream of finding a cure, funding over 125 research projects nationally. More information: www.AlexsLemonade.org.

About Multi-Flow Industries:

Multi-Flow was founded in 1937 by United States Navy Veteran Sam Gottlieb, in Philadelphia, PA, The company produces over 3 million gallons of beverage concentrates annually in its Huntingdon Valley, PA, facility. Multi-Flow produces dispensed beverages only, including Harvest Squeeze real fruit juices, Kodiak Cola, T'ei Iced Tea, and Re-Fuel Energy Drink. In addition to distributing directly to over 5,000 customers along the East Coast, Multi-Flow also manufactures private label beverages for other Beverage Distributors, Broadline Foodservice Distributors, Convenience Store Chains, Restaurant Chains, and prominent retail brand manufacturers. CMS Private Equity in Wynnewood, PA, purchased a majority share of the company in 2008 and continues to infuse growth capital. More information: www.Multiflow.net.

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