

# Portfolio

## MEDIA RELATIONS



## pureLYFT

Affiliation: Elevate Communications

Implement communications and creative programs to highlight pureLYFT as an innovative caffeine stir-stick and healthy alternative to coffee and energy drinks.

### Overview

#### Initiatives

- Product Launch
- New Flavors Product Launch
- eCommerce + Retail Launch

#### Programs

- Media relations
- Influencer marketing
- Event PR + management
- Social media management
- Creative design
  - Package design
  - Marketing materials
  - Social media graphics

#### Strategy

- Targeted consumer outreach
- Announcement outreach
- Expert source pitching
- Health + fitness opportunities
- Speaking program
- Editorial calendar program

### Secured Coverage

February 14, 2019 [Mental Floss](#)

10 Ways to Get Your Caffeine Fix Without Coffee [LINK](#)

October 28, 2018 [Spoon University](#)

Add pureLYFT to Any Drink for Caffeine Without the Side Effects [LINK](#)

August 29, 2018 [Coffee Talk Magazine](#)

pureLYFT Announces Expansion of eCommerce and Retail Locations [LINK](#)

September 10, 2017 [Convenience Store News](#)

PureLYFT Caffeine Stick [LINK](#)

September 1, 2017 [Beauty Loves Booze](#)

pureLYFT Clean Energy for... Well, Everything [LINK](#)

June 5, 2017 [NJ Biz](#)

Energy assistance Caffeine stir stick pureLYFT makes inroads with everyone from health nuts to college kids [LINK](#)

May 24, 2017 [BevNet](#)

Beverage School: How Brands Are Building On Campus [LINK](#)

March 3, 2017 [She's Fit to Lead](#)

#getLYFTed with pureLYFT [LINK](#)

January 27, 2017 [BevNet](#)

pureLYFT Adds Three New Flavors to Its Line of Caffeine Stir Sticks [LINK](#)

September 21, 2016 [Hotel Business](#)

Caffeinated Amenity Gives Luxury Hotel Guests a Boost [LINK](#)

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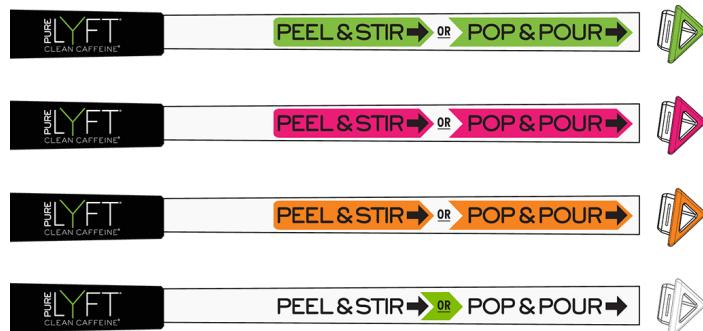
CREATIVE SERVICES



## pureLYFT

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**PLUM AND THYME PROSECCO SMASH**

**INGREDIENTS:**  
2 Plums  
Juice from one Lemon  
1 Bottle of Prosecco  
1 pureLYFT Energy Stir Stick

**DIRECTIONS:**  
1. Peel and chop 2 plums  
2. Muddle plums with thyme sprigs  
3. Add juice from one lemon  
4. Add 1/2 cup of sugar, 1/2 cup of water, bring to a boil, remove from heat, and thyme sprigs  
5. Stir and let cool, chill until ready to use

**TOM COLLINS**

**INGREDIENTS:**  
2 1/2 Cups Ice  
2 oz. Gin  
3/4 oz. Lemon Juice  
1/2 oz. Simple Syrup  
2 oz. Club Soda  
1 Lemon Rind Strip or Lemon Wedge  
1 pureLYFT Energy Stir Stick

**DIRECTIONS:**  
1. Fill Collins glass with 1 1/2 cups of ice, set aside in freezer  
2. Combine gin, lemon juice, and simple syrup in a cocktail shaker  
3. Add 1 cup ice, cover and shake until chilled  
4. Strain into the chilled Collins glass  
5. Mix in pureLYFT Energy Stir Stick

**TRY pureLYFT CLEAN CAFFEINE® ENERGY STIR STICKS**

**NEW FLAVORS**

**ADD pureLYFT TO ANY BEVERAGE**

**PEEL & STIR OR POP & POUR**

Now Available In:  
LEMON-LIME  
MIXED BERRY  
ORANGE  
ORIGINAL

**CLEAN TASTE**  
**GREEN COFFEE BEAN EXTRACT**  
**0 CALORIES**  
**Caffeine EQUIVALENT TO A TALL COFFEE**

**PURE LYFT**  
CLEAN CAFFEINE®

**ENERGIZE ANYTHING**

LEMON-LIME	MIXED BERRY	ORIGINAL	ORANGE
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ZERO CALORIES  
ALL-NATURAL  
CLEAN TASTE  
NOTHING ARTIFICIAL  
NO PRESERVATIVES  
EASY TO USE  
VEGAN  
NON-GMO

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