

- 1 DRINK PURE LIFE®
- 2 COLLECT LABELS
- 3 EARN HEALTHY REWARDS FOR YOUR SCHOOL



Nestlé® Pure Life® *Go Play!* Helps Make Kids and Schools Healthy. Support the Movement!

An Easy Way To Help Schools And Kids In Your Community

The folks who make *Nestlé® Pure Life®* bottled water products are committed to supporting child and family wellness, so they created *Go Play!* - an easy program that encourages healthy, active lifestyles, and lets K-8 schools reap great rewards for simply drinking *Nestlé Pure Life* products and turning in the labels. Rewards include sports and fitness equipment, and educational field trip assistance. Your local school needs your help!

How You Can Support Kids And Your Local School

• Be sure to carry ***Nestlé® Pure Life® Purified Water, Nestlé® Pure Life® Natural Fruit Flavored Water Beverages, and Nestlé® Pure Life® Green Tea Refreshers*** in your store.

Go Play! schools will be collecting Nestlé Pure Life bottle labels to earn *Go Play!* points towards rewards such as sports gear, and field trip transportation.

- You can help your local school succeed by letting the kids hang up *Go Play!* Informational Posters in your store! Let the shopping community know you support their schools.
- Schools will be collecting labels until March 2, 2009 – so keep stocking Nestlé Pure Life bottled water products!
- With your help, each school can save *Go Play!* points all year, and earn up to a \$10,000 value in rewards
- By supporting your local school's *Go Play!* efforts, you're reinforcing that being healthy and active is important for children to embrace in their lives.

So Support the Movement –

Allow your area schools to hang *Go Play!* Informational Posters up in your store, and carry Nestlé Pure Life products, so they can earn lots of valuable rewards and get the students making healthy choices for life.

For detailed information on the Nestlé Pure Life *Go Play!* program- visit www.goplaylabels.com

