

18 February 2010

## Boost Juice Bars launches limited edition 'You Make Joburg Great' Smoothie

**Johannesburg** – Smoothie connoisseurs, Boost Juice Bars, is launching a limited edition smoothie this weekend in support of the "You Make Joburg Great" (YMJG) campaign that has taken Joburg by storm.

PenQuin International, newly appointed advertising agency for the City of Johannesburg, set out to answer the question of why Johannesburg is such a fantastic place to live in. It didn't take long to discover: It's the People. You! The YMJG Campaign was born and received amazing response from everybody who loves this city. "The campaign's message is simple – Joburg has the best people in the world – they're vibrant, cool, open, trendy, beautiful, brilliant, creative, cosmopolitan and friendly. The people are Joburg's biggest asset, they make Joburg great," explains Guy Orsmond, PenQuin Account Manager.

Boost Juice Bars fell in love with the campaign and went to work to create a smoothie that Joburgers would love. Boost master smoothie jocks from the outlets in East Rand, Greenstone, Rosebank and Clearwater, got together to blend a smoothie that would pack a punch, blending their favourite ingredients of strawberries, banana, apple juice, strawberry yoghurt. "This is a fantastic campaign that has instilled such pride in the people of Joburg. Boost is completely in love with this city and its people and is a brand that shares in their fun, energy and enthusiasm," adds Mike Bray, Boost Marketing Director. "The guys from YMJG have given us t-shirts and stickers that we are giving to everybody who tries the YMJG smoothie. Each Boost outlet has chosen a local charity that will receive a percentage of the sales of every YMJG smoothie enjoyed over the weekend."

[www.boostjuice.co.za](http://www.boostjuice.co.za)

### *About Boost Juice Bars*

*Boost Juice Bars is a healthy alternative to fast food with a range of delicious low fat juices, smoothies, crushes and wraps. All the products on the menu are at least 98% fat free and contain nothing artificial. Boost Juice Bars are situated in Brooklyn, Kolonnade, Centurion, Rosebank, East Rand, Greenstone and Clearwater shopping centres as well as Cape Town International Airport*

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