



PRESS RELEASE

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GOING NUTS FOR THE COCO

Coco Bros Revolutionizing the Classic Lemonade Stand

(Hollywood, FL) - January 25, 2016 - Some people are born with the spirit of entrepreneurship, others attain it later in life, and some have no desire to develop it at all. The latter, however, does not describe fraternal twin brothers, Aiden and Mason Abbott, who are prepared to launch their own business, Coco Bros, at the ripe age of thirteen. Coco Bros plans to revolutionize the classic lemonade stand by not only selling coconuts instead of lemonade but also by transforming the business into a brand that will be easily adapted by young entrepreneurs who share a similar spirit and vision.

Aiden and Mason have undoubtedly grasped the importance of entrepreneurship in creating their own destiny. Inspired by the flexible and successful lifestyle of their self-starter mother, the twins saw potential for themselves to emulate her spirit and deviate from the conventional career path of superiors, strict office hours, and limited spare time. Mason and Aiden wisely recognized the benefits of entrepreneurship in family and personal life as well as from a financial standpoint. From a young age they developed a hustle in whatever interested them at the time, whether it was selling lollipops to friends or auctioning off Pokémon cards to their peers. However, a family vacation to the Dominican Republic transformed this directionless hustle into a refreshingly passionate company, Coco Bros.

The twins were exposed to the marketability of coconuts while lounging on the beach resort in the Dominican -- tourists were happily sipping fresh coconuts gathered from the surrounding trees. Although the resort offered them for free, Aiden and Mason knew the market for these coconuts was worth more and decided to dive deeper. The south Floridian duo realized they already had access to similar coconut resources, now they just needed the proper tools. Using their prized souvenir allowance, the twins purchased authentic machetes and headed back to the US to continue the evolution of Coco Bros.

During the initial research phase for Coco Bros the health benefits of coconuts became overwhelmingly important. Already in tune with a healthy lifestyle, Mason and Aiden wanted the known benefits revealed to a population beyond the savvy-Whole Foods elite: young children across America. Creating an interactive and rewarding model to do so simply made sense with the twin's goal of encouraging young entrepreneurship while



cocobros.org



PRESS RELEASE

also expanding their own brand of healthful 'Cocos'. As if the company could get any better, Coco Bros donates \$1 of each \$5 'Coco' to the Coco Bros Scholarship Fund. The Scholarship will provide the opportunity for underprivileged families to be gifted a Coco Bros Stand after an application is accepted, granting any child the ability to participate in this entrepreneurial business.

Coco Bros will host a launch celebration at their favorite plant-based restaurant, Greenbar & Kitchen in Fort Lauderdale on _____. Doors will officially open at the Green Planet Festival February 27th at the Broward Convention Center where they will debut their refreshing 'Cocos' and fun merchandise to a crowd of over eight thousand, don't miss out! To be invited to the launch party please e-mail the bros at events@cocobros.org. To see them in action at the Green Planet Festival get your tickets at greenplanetfestival.com.

Coco Bros was established to help grow youthful entrepreneurship through the sale of fresh coconuts via the 'Coco Bros Stand'. The goal of Coco Bros is to not only provide nutritious and refreshing 'Cocos' but also to empower young children to take charge of their own destiny and health through participation in the company. Coco Bros Stands are available for purchase through the website www.cocobros.org. A portion of all Coco Bros sales goes to charity. The Coco Bros encourage parents across the country to invest in their children's future and step away from the game consoles and meaningless fads. In purchasing your child a Coco Bros Stand you're not only building character in your child now but also setting them up for a successfully bright future.

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