

# CLEAN JUICE

## CLEAN JUICE RELEASES FIRST NATIONAL TV COMMERCIAL

### STARRING PRO ATHLETE, NATIONAL BRAND AMBASSADOR TIM TEBOW

*First Multi-Channel National Ad Campaign Ushers in New Phase of Growth & Brand Recognition*

**CHARLOTTE, N.C. (August 10, 2021)** - Clean Juice®, the first and only national USDA-certified organic juice bar franchise, today released its anticipated 30-second TV commercial featuring professional athlete and philanthropist Tim Tebow. The commercial, the first of several renditions including theme-specific, 15-second spots, follows last month's announcement of Tebow's national brand ambassadorship with Clean Juice, whose inspiring and authentic reputation aligns with the brand's core values of healthy, clean living with a focus on raising the nutritional and educational value of organic food and beverage choices available to consumers across the nation.

The spot features Tebow at a new Clean Juice store in beautiful Nocatee, FL, a 1,400 square foot retail space located just south of Jacksonville and miles from where he went to high school. The spot starts as Tebow confidently strides in with a beaming smile to grab one of the brand's signature products: an all-organic, all-natural, cold-pressed juice made fresh daily across the country. Tebow's voice-over highlights his desire to eat clean, healthy foods not because of sports, but to make the most of each day God gives him to be the best he can be in this life. Tebow signals the importance of trusting Clean Juice's fast-casual food and beverage options by knowing exactly what is in the food he eats - clean, healthy, fast, organic food.

**View the commercial:** <https://youtu.be/hH8ukc1eaNo>

"I'm very excited to be partnering with Clean Juice and to offer something that is truly clean and healthy," said Tebow. "The biggest thing about Clean Juice over everything else is that you can trust the product and brand. There aren't a lot of products that are transparent about what is in your food."

The first national TV commercial and subsequent videos featuring Tebow, including several new 15-second focus spots highlighting common themes important to the partnership such as brand trust, ingredient transparency, and the benefits of eating healthy organic foods, will be utilized across multiple digital strategies and platforms to build awareness of the award-winning brand as it expands across the nation. Clean Juice will also feature Tebow in social media, web, point-of-purchase materials, product development, and more. Tebow will also join founders Landon and Kat Eckles on Clean Juice's popular [Be Organic Podcast](#) later this year.

Tebow's success on the athletic field and his unwavering commitment to his faith have made him a source of inspiration to people all over the world. He is the founder and chairman of the board of the Tim Tebow Foundation, which operates ministries that are dedicated to serving and celebrating people with special needs, caring for homeless and abandoned children, providing physical and spiritual care to children with profound medical needs, and fighting human trafficking.

"Tim Tebow's natural authenticity, charismatic reputation, and inspiring commitment was something we all experienced while shooting this first national TV spot," said Landon Eckles, CEO, Clean Juice. "Tebow is the same person in front of the camera or behind the scenes. With the Nocatee store closed for filming, customers who didn't realize the store was closed would try to enter. Tebow would politely stop filming, open the door for those customers, and greet them with this huge smile and his dynamic energy. We are truly blessed that Tebow has chosen to stand side-by-side with Clean Juice's mission and vision of being healthy in body and strong in spirit."

Tim Tebow is a two-time national champion, first-round NFL draft pick, and Heisman Trophy winner. After his first stint in the NFL, Tebow joined ESPN and the SEC Network, but his true passion remains the work of the Tim Tebow Foundation, which he began in 2010. The foundation's mission is to bring Faith, Hope, and Love to those needing a brighter day in their darkest hour of need. The foundation is fulfilling that mission every day by fighting for those who can't fight for themselves all around the world.

For information about Clean Juice and its commitment to providing a truly delicious, healthy, and organic product in communities across the nation, please visit [www.CleanJuice.com](http://www.CleanJuice.com).

#### **About Clean Juice®**

Landon and Kat Eckles started Clean Juice® in 2016 as the first and only national USDA-certified organic juice bar franchise. Rooted in the "healthy body and a strong spirit" (3 John 1-2) scripture, Clean Juice® offers organic cold-pressed juices, smoothies, wraps, açai bowls, toasts, Greenoa® salad bowls, and other healthy foods in a warm and welcoming retail experience. In its short history, Clean Juice has amassed dozens of achievements and awards, including most recently being named #154 in Entrepreneur Magazine's 2021 Franchise 500® ranking and the #1 spot as Franchise Gator's 2021 Fastest-Growing Franchises list. Clean Juice continues to seek and welcome qualified franchisees to its family of franchise partners. For more information about Clean Juice® franchising opportunities, please visit [www.cleanjuice.com](http://www.cleanjuice.com) or [www.cleanjuicefranchising.com](http://www.cleanjuicefranchising.com).

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