

**CONTACT:** Aubree Holly  
(312) 988-2246  
aholly@webershandwick.com



***CocoaVia® Brand Becomes Lead Sponsor of Woman's Day Red Dress Awards***  
*- Brand Supports Mission to Help Consumers Maintain Their Heart Health -*

**Germantown, Md. (January 26, 2016)** – Mars Symbioscience announced today its **CocoaVia®** brand is the new lead sponsor of the 16<sup>th</sup> annual *Woman's Day* Red Dress Awards, which will be hosted February 9, 2016, at The Allen Room at Frederick P. Rose Hall, home of Jazz at Lincoln Center in New York City.

The event, which benefits the American Heart Association's "Go Red for Women" campaign, honors those who have made significant contributions in the fight against heart disease – the No. 1 killer of women today. As part of the sponsorship, the brand will present the **CocoaVia® Healthy Heart Award** during the ceremony to Dr. Joanne Lupton. A true leader in nutrition – especially the role of nutrition in the prevention of heart disease, Dr. Lupton is a distinguished professor emerita of nutrition and food science at Texas A&M.

Sponsoring the Red Dress Awards is a natural extension of the brand's efforts to help consumers maintain their heart health. **CocoaVia®** daily cocoa extract supplement delivers the highest concentration of cocoa flavanols in a supplement today. The cocoa flavanols in **CocoaVia®** are scientifically proven to promote a healthy heart by supporting healthy blood flow<sup>†</sup>.

"We're thrilled to join *Woman's Day* in the fight to raise awareness among women of the things that you can do every day to support a healthy heart," said Julie Talbot, Marketing Director of Mars Symbioscience, makers of **CocoaVia®**. "Mars has dedicated over two decades of research to cocoa flavanols and their positive effects on health, which is why we are so supportive of this mission."

**MADE FROM THE GOOD STUFF IN CHOCOLATE**

Cocoa flavanols are the beneficial phytonutrients found naturally in cocoa – no other food on Earth can match cocoa's unique blend of flavanols.

Cocoa flavanols have been scientifically proven to help keep your arteries flexible by promoting healthy levels of nitric oxide<sup>†</sup>. By maintaining your body's pool of nitric oxide, normal blood flow is supported from head to toe. With daily use, the cocoa flavanols in **CocoaVia®** supplement work with your body to help maintain the flow of oxygen and nutrients to your organs and tissues, which help you look, perform, and feel your best every day.

- more -

Each serving of **CocoaVia®** brand delivers 375 mg of cocoa flavanols – that's the equivalent of four dark chocolate bars or nine milk chocolate bars *without* the calories, sugar and fat typical in chocolate.

**CocoaVia®** is available in both powdered stick packs and convenient capsules, which make it easy to add cocoa flavanols into your daily routine. The powdered stick packs are available in Sweetened and Unsweetened Dark Chocolate, as well as Cran-Raspberry flavors, and can easily be mixed into your favorite smoothies, yogurts, and hot or chilled drinks. And for something even simpler, three vegetarian capsules offer a daily serving of cocoa flavanols that are perfect for integrating into daily routines and active lifestyles.

For more information about **CocoaVia®** supplement, visit [www.CocoaVia.com](http://www.CocoaVia.com)

For more information on the Red Dress Awards, visit [www.womansday.com/red-dress-awards](http://www.womansday.com/red-dress-awards)

*†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*

### **About Mars, Incorporated**

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a "mutuality of benefits for all stakeholders" – this objective serves as the foundation of Mars, Incorporated today. Based in Mclean, Virginia, Mars has net sales of more than \$33 billion, six business segments, including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars Symbioscience brands: **CocoaVia®**.

###