



Wellness Beyond™

EFFi Foods Presents Probiotic CareBars™ at "To TwEat or Not to TwEat" Event at Twitter Headquarters

For immediate release

LOS ANGELES (Feb 29, 2016) - EFFi will sample its popular and nutritionally unprecedented Probiotic CareBars® to over 2,200 Twitter employees and visitors in a celebration of health and sustainability in the workplace, on Wednesday March 2nd, 2016.

EFFi's founder and CEO Carina Ayden says "The Twitter event is a great opportunity to soft launch our WorkSpace™ Corporate Wellness Initiative. It required hard work and imagination to provide such innovative nutrition and create a seamless marriage between science and food. We're excited to bring these healthy snacks to the workplace and are humbled to have been chosen to share them with Twitter."

In addition to sampling the nutrition bars, EFFi will have a "digital station" where Twitter employees can gain a deeper understanding of the many facets of EFFi's pioneering work. There will be an interactive video presentation about re-imagining nutrition, promoting planetary unity, and a deeper understanding of sustainability.

EFFi's founder speaks about what inspires her commitment to individual and global wellness, "As a small child in Russia, I witnessed a live camera feed from orbit. The overview effect (also known as Astronaut's effect) shifted my thinking, even as a small child. It helped shape my vision of the world as a single place belonging to everyone equally. This concept of unity is the foundation EFFi Foods® was built upon."

For media inquiries, please contact:

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310-948-7478

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