



**MEDIA RELEASE**

**EMBARGOED UNTIL: 18 JANUARY 2012**

## Jennifer Hawkins adds a little sparkle to 'Mount Franklin' Lightly Sparkling

Known for her effervescent personality and natural sparkle, Jennifer Hawkins was today announced as the new brand ambassador for 'Mount Franklin' Lightly Sparkling.

Ever since Hawkins sparkled her way into our hearts winning Miss Universe in 2004, she has dazzled the country with her bubbly, down-to-earth attitude. Head of Coca-Cola Amatil Brands, Belinda Brennan said Jennifer was chosen because of her natural synergies with the brand.

"We're thrilled to have Jennifer on board and we're looking forward to working with her on a number of exciting projects this year. She encapsulates all the attributes that 'Mount Franklin' Lightly Sparkling stands for – proudly Australian, positive, and vibrant."

Commenting on the partnership Hawkins said, "Working with 'Mount Franklin' Lightly Sparkling will be a new adventure for me. I am looking forward to working with such dynamic brand and product. This will also be my first licencing deal for my swimwear label, Cozi. It is so exciting to see my brand continue to grow. Cozi is a great fit as it is all about being fun, fresh and adding a little bit of sparkle!"

Sourced from Australian springs and locally produced, 'Mount Franklin' Lightly Sparkling is pure natural spring water, infused with the lightest bubbles. The small, fine bubbles make drinking 'Mount Franklin' Lightly Sparkling a refreshing, light beverage choice.

"Hydration is such an important part of my beauty regime and I just love the taste of 'Mount Franklin' Lightly Sparkling. It is a great natural and healthy beverage option," said Hawkins.

Hawkins will star in the new 'Mount Franklin' Lightly Sparkling TV commercial scheduled to be filmed in February and will also appear in print, outdoor and online executions from March 2012.

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**For further information, images or to request an interview, please contact:**

Jess Makin | D (02) 8020 1806 | M 0416 292 912 | E [jess@onegreenbean.com.au](mailto:jess@onegreenbean.com.au)

Julia Webb | D (02) 8020 1808 | M 0402 912 828 | E [julia@onegreenbean.com.au](mailto:julia@onegreenbean.com.au)

Notes to editors: About 'Mount Franklin' Lightly Sparkling:

Available in a 450mL (natural) and 1.25L PET (Natural and Lemon) and 250mL, 500mL, 750mL glass range (natural).