

FOR IMMEDIATE RELEASE

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***SUNRYPE SPARKLING TEAS BEAT THE OKANAGAN HEAT WITH VIDEO FROM LOCAL FILM PRODUCTION COMPANY***

**KELOWNA, BC** – To tell consumers just how refreshing and delicious new [SunRype Sparkling Teas](#) are during the hot days of summer, SunRype partnered with local producer The Film Factory to create a video featuring its new lineup. “[Refreshingly Different](#)” features local talent and breathtaking Okanagan scenery in a humorous but all too familiar scenario as their ‘no-air-conditioning, beater of a car’ breaks down and they struggle to stay cool.

“We absolutely loved working with The Film Factory on this project,” says Barb Grant, Director of Marketing at SunRype. “They really understood what we wanted to achieve and we allowed them the license to bring their own fresh ideas to the project. We were very happy with the end result. To be able to film it in our own backyard and showcase our home town was important to us. It’s great that we have this kind of talent here in the Okanagan.”

The Film Factory is a local creative house and studio specializing in high-end video production. Owners Jeff Myers and Kelly Veltri are committed to the community and putting the Okanagan film industry on the global map. “We live in such an amazing and beautiful place, and it’s great to be able to showcase that through our work,” says Myers.

Headquartered in Kelowna, BC since 1946, SunRype has been actively branching out into new product categories including refreshment beverages. SunRype’s new Sparkling Teas are made with real brewed tea, natural flavours, real cane sugar, and is lightly sparkling. They can be found in the single serve iced tea section at [grocery stores](#) across western Canada.

To view the video, click [here](#). For more information about SunRype Sparkling Tea, go to [www.SunRypeTea.ca](http://www.SunRypeTea.ca)

In recognition of the firefighters and support personnel battling the current BC wildfire situation, SunRype has donated Sparkling Teas and other snacks and beverages to the relief efforts to protect our beautiful Okanagan Valley and province.

**About the Company**

Sun-Rype Products Ltd., based in Kelowna, BC, is a manufacturer and marketer of food and beverage products.

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