Energizer and VH1 Save The Music Foundation Empower Fans to Restore Instrumental Music in Public Schools

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Energizer Bunny(R) Facebook Page Invites People to Help Increase Donation to the VH1 Save The Music Foundation and Select Location of Instrumental Grant

NEW YORK, Jul 12, 2011 (GlobeNewswire via COMTEX) --

On July 28, Grammy®-nominated platinum-recording artist and VH1 Save The Music Foundation Ambassador Jordin Sparks will perform at an undisclosed location in New York City to raise awareness for Energizer's partnership with the VH1 Save The Music Foundation to restore instrumental music education. The venue will be announced July 28, but fans don't have to wait until then to join in on the fun.

Starting today, through Facebook, people can help support the VH1 Save The Music Foundation simply by clicking "LIKE" on the Energizer Bunny® Facebook page and becoming a fan of the unstoppable icon. For each new "LIKE" through August 12, Energizer will donate $1 to help restore instrumental music education through the VH1 Save The Music Foundation.*

Energizer is making eight grants to public schools around the country, and fans of the Energizer Bunny® Facebook page will help direct one of these grants by voting for a city where an instrumental grant will be made. Cities vying for the now that's positivenergy™ grant from Energizer and the VH1 Save The Music Foundation include Philadelphia, Birmingham, Minneapolis, New Haven and Weirton, W.V. Energizer is supporting these grants with a $250,000 donation to the VH1 Save The Music Foundation.

"At Energizer, we believe everyone has the opportunity to make a positive impact, so we're excited to offer our Facebook fans – both old and new – an easy avenue to make a difference through the VH1 Save The Music Foundation," said Jim Olsen, Vice President of Marketing for Energizer North America. "Our hope is that people will make their mark by voting or 'liking' the Energizer Bunny®, and then continue to learn about other ways to raise awareness of the VH1 Save The Music Foundation mission by visiting www.nowthatspositivenergy.com."

Anyone in the New York City area can continue the music celebration by attending Jordin Sparks' surprise performance on July 28. But here's the catch – they'll have to find her first! The location of Sparks' performance is a mystery, so keep your eyes on the VH1 Save The Music Foundation tab on the Energizer Bunny® Facebook page, check out the Energizer Bunny® Twitter handle, @EnergizerBunny or follow #EnergizerSTM on Twitter for the latest news and hints. The event is free and open to the public.

Sparks' "pop-up" performance will kick off the series of grants Energizer and the VH1 Save The Music Foundation will make to schools around the country in need of musical instruments. Together with the Foundation, this campaign brings awareness to the importance of music as part of a child's complete education, gives the gift of music to schools across the country and shows people a number of ways to further awareness and give back to their own communities.

The partnership between Energizer and the VH1 Save The Music Foundation is the second major initiative of the new Energizer now that's positivenergy™ campaign. Through commitments with organizations that help make the world a better place, Energizer wants to empower people to bring some positivity to their own communities and remind everyone that we all have the power to make a positive impact.

"We are extremely grateful to Energizer for helping us spread our message through this innovative campaign," said Paul Cothran, Executive Director of the VH1 Save The Music Foundation. "By using the power of social media and involving the fans directly, they are allowing us to move towards our goal of ensuring that no child be deprived access to a complete education that includes music."

In addition to powering music education in America's public schools, Energizer is also powering Americans' playlists. Right now in stores, specially-marked Energizer products contain a special code so when someone buys three participating products, he or she can go online to www.nowthatspositivenergy.com/music and redeem the codes for a $10 iTunes Gift Card.

Jordin Sparks

In 2007, 19 Recordings/Jive records artist Jordin Sparks broke onto the music scene by winning over America and became, at that time, the youngest-ever winner of American Idol®. In the following three years, Jordin has released two albums with her self-titled debut going platinum, and just released a new single this summer, I AM WOMAN. Sparks has won two BET Awards, one American Music Award, one People's Choice Award and has been nominated for two MTV Awards and one Grammy®. This past year Jordin also made her Broadway debut starring as Nina Rosario in the Tony®-winning musical In The Heights.

But it's not all a song and dance for Sparks. As the spokesperson for the "I'm M.A.D. Are You?" campaign and the 12\29 Music Project, she is also committed to teaching young people the importance of making a difference in their communities, which is why she enthusiastically joined Energizer and the VH1 Save The Music Foundation in their efforts to help restore music education in America's public schools.

For More Information

For more information on Energizer's partnership with VH1 Save The Music, visit www.nowthatspositivenergy.com/music or www.facebook.com/energizerbunny and click on the VH1 Save The Music tab.

*To help donate $1 to the Save The Music Foundation, participants must select the "like" button on the Energizer Bunny® Facebook page. One donation, per person, is allowed, with a maximum donation of $15,000 to be made by Energizer. Donation period ends on August 12. Void outside the 40 United States, D.C., and where prohibited by law.

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About Energizer

Energizer Holdings, Inc. (NYSE:ENR), headquartered in St. Louis, Mo., is one of the world's largest manufacturers of primary batteries, portable flashlights and lanterns. Energizer is a global leader in the dynamic business of providing power solutions with a full portfolio of products including Energizer® brand battery products Energizer® MAX® premium alkaline; Energizer® Ultimate Lithium; Energizer® Advanced Lithium; Rechargeable batteries and charging systems; and portable flashlights and lanterns.

Energizer continues to fulfill its role as a technology innovator by redefining portable power solutions to meet people's active lifestyle needs for today and tomorrow with Energizer® Energi To Go® chargers for rechargeable portable devices; charging systems for wireless video game controllers; and specialty batteries for hearing aids, health and fitness devices, as well as for keyless remote entry systems, toys and watches. Energizer is redefining where energy, technology and freedom meet to bring to market consumer-focused products that power the essential devices that help people stay connected and on the go at work and at play. Visit www.energizer.com, www.facebook.com/energizerbunny.

About VH1 Save The Music Foundation

The VH1 Save The Music Foundation is a nonprofit organization dedicated to restoring instrumental music education programs in America's public schools, and raising awareness about the importance of music as part of each child's complete education. To date, VH1 Save The Music has provided more than $47 million in new musical instruments to 1,750 public schools in more than 100 cities around the country, impacting the lives of over 1.6 million children. The 2012 Ambassador Class - dedicated to raising awareness and funds to benefit The Foundation - includes: Amber Riley, Ciara, Jewel, John Legend, John Mayer, Kristin Chenoweth, Lifehouse and Sara Bareilles. Get involved at www.vh1savethemusic.com and follow us on twitter @vh1savethemusic.

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