



FOR IMMEDIATE RELEASE

Shaka Laka® Partners with “Never Give Up” to Benefit ALS Research

Biggah Island, Utah (Jan 11, 2010) - Shaka Laka® announced today their new line of Shaka Laka® Lip Blaka in partnership with the “Never Give Up” campaign benefiting Amyotrophic Lateral Sclerosis (ALS) Research. The “Never Give Up” Lip Blaka will be sold for \$2 each, and will help raise money for The ALS Association and other ALS research centers across the country to increase research to find a cure for this devastating disease.

The new Shaka Laka Never Give Up Lip Blaka is available for shipment and orders are currently being taken.

The “Never Give Up” project was created and designed by Michelle Rozzen in 2004, after her father was diagnosed with bulbar onset ALS in June 2002. The ruthless disease robbed him of his speech, movement of his hands and feet, and his ability to breathe and eat. “I know that my father had his tough days, but he fought a long and difficult battle with ALS because he chose to never give up,” says Rozzen. It was his strength and determination to fight and find a cure for ALS that motivated Michelle to start the “Never Give Up” campaign and fund-raising efforts. Since 2004, Rozzen has helped raise and donate over \$1 million to the ALS Association.

To learn more about the “Never Give Up” campaign please visit www.NeverGiveUp4Pals.org.

About Shaka Laka®:

Shaka Laka® is an island inspired personal care company. Inspirations for their products come not only from the islands but also coastal cities and loyal advocates who want a vacation from the mundane. All products are manufactured on the Biggah Island...of Utah.



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