# new very low calorie vitaminwater10™ launches in secret new york des10ation

**who:** **carmen electra** and **rob patterson, shane west, john starks** of the **ny knicks, caridee english** of **america's next top model**, celebrity fitness trainer **ramona braganza**, **stacey mckenzie, justin tranter** of semi precious weapons**, tim morehouse** and **jason rogers** of the **usa olympic fencing team!**

**what:** a10tion! glacéau, makers of **vitamin**water and **smart**water have launched the most perfect combination yet, **vitamin**water**10**! with only 10 calories per serving and packed with the vitamins and nutrients you need throughout the day, the new enhanced beverage is naturally sweetened and tastes amazing. **vitamin**water**10** is available in four flavors: **multi-v** (lemonade), **essential** (orange-orange), **xxx** (acai-blueberry-pomegranate) and **energy** (tropical citrus).

to celebrate the launch of **vitamin**water**10 carmen electra** hosted a massive party at a secret **des10nation** (well not so secret) location in noho for the brand's closest vip friends. guests bowled and played tennis at the **energy wii center** and took snapshots at the **xxx photo booth** (no need to explain what happened in there….right?). **vitamin**water**10** flowed all night while **dj kiss** spun in the dj booth. all in all, one heck of a night.

**vitamin**water**10 des10ation** will be open to the public from april 3rd through april 12th from 10 am to 7 pm with special guests and performances.

**about glacéau**
it all started when one thirsty man named darius wanted better water but couldn't find any worth drinking -- so he decided to make his own. word got around, thus emerged glacéau, a fresh new approach to bottled water. today, glacéau is a leader in the bottled water industry and the pioneer of the enhanced water category -- maker of **vitamin**water®, #1 bottled water in the united states, and **smart**water®, #1 premium bottled water in the united states. glacéau is all about helping thirsty people like you responsibly hydrate with something truly good for your body. for more information visit www.glaceau.com

**when:** **april 2, 2009**

**where:** **vitamin**water **10 des10ation**
626 broadway between bleecker and houston
noho, new york city

**photo's avalaible from wire image at the following link:**
http://www.wireimage.com/GalleryListing.asp?navtyp=gls====366165

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