

Presseausendung

Sweet Crowdfunding



Collaboration with chocolatier Josef Zotter as a 120% motivation kick

A sweet initiative to raise the prize money of the Elevate Awards 2013

Since 2012 the Elevate Festival commends people and their initiatives and projects, who are actively working for social, ecological and/or economical justice and the improvement of the life circumstances of people and mother nature.

Sweet Crowdfunding for 3 Euros: The round shaped chocolate is available now: At the **Zotter Online-Shop** at www.zotter.at, in the Zotter Shops in Austria as well as at selected vendors and partners of the Elevate Festival
Info: awards.elevate.at



Stimulatory, motivating and round.

The 120% Motivation Kick Mitzi Blue provides a certain extra-kick. **Giving more than usual**, kicking over the traces: The round chocolate with a surprise effect, imaginative and stimulatory ingredients like Guarana, Coffee and Hemp. Environmentally friendly packaged with a CO2-neutral card and organic plastic which is 100% biodegradable.

All chocolates are made in-house at Zotter, starting from the bean. We purchase the cocoa from all over the world and roast, grind, mill and conche it in our bean-to-bar factory.

The full sales price of this "special edition" chocolate is donated for the Elevate Awards 2013. A sweet contribution for the winners of the Elevate awards, we engage with 120% commitment for a better world.

The already existing prize money should be raised by this initiative whereas, the the basic amount is guaranteed by Verein Elevate: Elevate Award Steiermark: 1.500 Euro; Elevate Artivism Award: 1.500 Euro; International Elevate Award: 2.500 Euro.

Public call for nominees: At the **Elevate Website** awards.elevate.at projects can be nominated online: **From 16th of April until the 17th of June 2013.**<http://www.zotter.at/de/schoko-shop/tafelschokoladen/mitzi-blue/detail/product/120-motivationskick.html>



Ingredients: raw cane sugar°, cocoa butter°, full cream milk powder°, cocoa mass°, hemp seeds°(0.7%), skimmed milk powder°, coffee beans°(0.4%), sweet whey powder°, salt , whole cane sugar°, emulsifier: soy lecithin°, vanilla°, coffee powder°(0.1%), guarana°(0.1%), cinnamon°

Traded in compliance with Fairtrade standards: raw cane sugar°, cocoa butter°, cocoa mass°, coffee beans°, whole cane sugar°, coffee powder° - Total: 78%. www.info.fairtrade.net

°from controlled organic cultivation

Raw full milk from „Bio vom Berg“, organic farmers from Tyrol.<http://www.zotter.at/de/schoko-shop/tafelschokoladen/mitzi-blue/detail/product/120-motivationskick.html>

Images to Download:

Elevate Zotter Chocolate „120% Motivation Kick“:

http://www.elevate.at/files/elevate_awards_zotter_schoko.zip

Images of the Elevate Awards trophy: http://www.elevate.at/files/elevateawards_images.zip (2MB)

Elevate Awards Logos: http://www.elevate.at/files/elevateawards_logos_2013.zip (12MB)

For questions:

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The Elevate Awards are an initiative by the Elevate Festival in Graz, supported by the buero of Styrian Governor Franz Voves, the Culture Department of the City of Graz, headed by Lisa Rucker and the chocolatier and „change maker“ Josef Zotter.

Elevate Festival 2013 in Graz – 23.10. - 27.10.2013 – www.elevate.at