



For Immediate Release

The Soda Works—Contacts

Joe Alexander, Product Information, The Soda Works, Inc. 800.267.8098
Amy Halsted, Editorial Information, The Halsted Agency 540.204.0252

Muscle Car Workout—Contacts

Alan Goldstein, *Muscle Car Workout* Host, 386.428.1210
Shannon Kennovin, *Muscle Car Workout* General Manager, 386.566.2911

**The Soda Works and *Muscle Car Workout* Auction Items
to Provide Nearly 100k in Proceeds to the Boy Scouts of America**

December 9, 2009, Walla, Walla, Washington & New Smyrna Beach, Florida: The Soda Works—the Washington state-based manufacturer of soda blasting equipment and media distributor—and *Muscle Car Workout*—the television show based on the premise of a step-by-step process highlighting various makes and models of cars in the "muscle car" era—today announced that they are working together to provide the **Boy Scouts of America** Raleigh and Ocooneechee (Orlando) Councils with nearly 100k in proceeds from the auctioning of a *Buster Blaster* (The Soda Works) and restored vintage Chevy truck (*Muscle Car Workout*).

Both items will be auctioned during Barrett-Jackson's *Collector Car Event* which runs from January 18-24, 2010 in Scottsdale, Arizona; the event is televised on Speed Channel. (Last year, *Muscle Car Workout* donated a vintage car which sold for \$50,000 and, as Barrett-Jackson waives buyer and seller premiums for charities, the entire 50k benefited the Boy Scouts.)

"This is a great event for everyone concerned," says Alan Goldstein, host of *Muscle Car Workout*. "We're pleased to be participating again and are donating a 1968 ½ ton V8 Chevy Pickup with a long bed and factory air. More, we've introduced Joe Alexander of The Soda Works to the charity and the auction in hopes that he'd participate. It turns out he's donating an entire Buster Blaster (and the soda that's required to operate it) that we'll tow on stage with the truck. The best part is that this puts a value of \$90,000-\$100,000 for our combined donation," continues Goldstein.

—more—

The Soda Works, Inc.
1108 N. 9th, Walla Walla, Washington 99362
800.267.8098 tel, 509.529.5996 fax
joe@sodaworks.com ♦ www.sodaworks.com

Muscle Car Workout
208 Magnolia Street, New Smyrna Beach, FL 32168
386.428.1210 tel
www.musclecarworkout.com

The Soda Works and *Muscle Car Workout* Auction Items to Provide Nearly 100k in Proceeds to the Boy Scouts of America
December 9, 2009—Page 2 of 3

Soda blasting cleans all types of delicate equipment and surfaces, eliminating sanding, soaking, scrubbing and is a replacement for destructive abrasive sand blasting. It is gaining in popularity for stripping antique cars, trucks, trailers, containers, heavy equipment; graffiti removal, surface rust removal and stain elimination. It is also used to clean wood and masonry, remove grease and oil, clean aluminum and stainless steel, sanitize food processors, and for mold remediation and fire restoration.

“*Muscle Car Workout* brought us this idea about supporting the Boy Scouts by donating one of our Buster Blaster units which they’ve had a lot of experience with as they use it on the show and I thought ‘what a great way to make the equipment available while supporting a worthy cause’,” says Joe Alexander, founder of The Soda Works and inventor of the equipment. “It turns out that the Boy Scouts and I have a passion for the environment so being able to support them as they celebrate their 100th Anniversary makes even more sense,” says Alexander.

The Buster Blaster Unit—and a full palate of soda, the medium used in the soda blasting process—which The Soda Works is donating is valued at roughly \$45,000. More, Joe Alexander is suggesting that the purchaser may want to become a Soda Works Contractor. To this end, he will provide the necessary support to establish the bidder in the marketplace.

“The Boy Scouts of America is celebrating 100 years of providing educational, physically active outdoor programs for the youth of our country. To fund these activities, Scouting relies on the donations of those who strongly believe in the movement – corporate executives, Friends of Scouting contributors, former Scouts and their families,” says Rod Frankel, President of the Oconeechee Council of the Boy Scouts of America, based in Raleigh, North Carolina. “The Soda Works and *Muscle Car Workout* are two examples of these Friends of Scouting. Their generosity will help fund summer camp programs, leadership training, outdoor experiences, environmental education and character building exercises. Scouting changes the lives of our nation’s youth in a positive way. We thank our supporters for their contributions and for their belief in the values of the Boy Scouts of America,” he concludes.

—30—

About The Soda Works

The Soda Works is the only national manufacturer of Buster Blaster, the original mobile soda blasting unit developed in 1997. Soda blasting is applicable to automotive, food processing, marine, road and highway maintenance and any other category where high pressure techniques are required. The Soda Works distributes Natrium—the preferred soda blast media—as well. It is a subsidiary of A&A Autobody, Inc. and dates back to the Alexander Motor Company, founded in 1937.

—more—

The Soda Works, Inc.
1108 N. 9th, Walla Walla, Washington 99362
800.267.8098 tel, 509.529.5996 fax
joe@sodaworks.com ♦ www.sodaworks.com

Muscle Car Workout
208 Magnolia Street, New Smyrna Beach, FL 32168
386.428.1210 tel
www.musclecarworkout.com

The Soda Works and *Muscle Car Workout* Auction Items to Provide Nearly 100k in Proceeds to the Boy Scouts of America
December 9, 2009—Page 3 of 3

About Muscle Car Workout

Muscle Car Workout is a quality television production designed to provide an educational and entertaining program informing its viewers on rebuilding "muscle cars." The show is based on the premise of a step-by-step process highlighting various makes and models of cars in the "muscle car" era.

Cars are restored beyond their original condition, including incorporating the latest suspension, new technology electronics, brand-new paint and brakes. This is all done using environmentally friendly materials.

The mission of *Muscle Car Workout* is to assist the novice—as well as the experienced car buff—to rebuild their cars based on the information provided in the television program, videos and website.

Muscle Car Workout is produced in a high definition digital environment in conjunction with WDSC-TV, the PBS affiliate that serves the Daytona Beach area; it is distributed among PBS stations in at least 60% of the national PBS markets

About Boy Scouts of America

[BSA Statement Here](#)

[Oconeechee Council Statement Here](#)

[Orlando Council Statement Here](#)

[BSA Logo Here](#)

Watch Last Year's Auction on You Tube!

http://www.youtube.com/watch?v=H6hZ6tXz_2s

For More Information and Photography

Joe Alexander, The Soda Works, joe@sodaworks.com
Amy Halsted, The Halsted Agency, seagourmet@toad.net

The Soda Works, Inc.
1108 N. 9th, Walla Walla, Washington 99362
800.267.8098 tel, 509.529.5996 fax
joe@sodaworks.com ♦ www.sodaworks.com

Muscle Car Workout
208 Magnolia Street, New Smyrna Beach, FL 32168
386.428.1210 tel
www.musclecarworkout.com