



**\*\*FOR IMMEDIATE RELEASE\*\***

**KTonic Kombucha re-release of “Chai, how are you” to benefit HAAM and SIMS Foundation**  
*(A limited, special edition flavor)*

**Austin, TX—** Austin’s KTonic (est. 2015), maker of KTonic Kombucha, a USDA Organic, low sugar and single-fermented kombucha, is re-releasing “Chai, How Are You?” a limited-edition Chai flavored kombucha to benefit **SIMS Foundation** and **Health Alliance for Austin Musicians (HAAM)**. This will be the second appearance of this special seasonal, which is a spiced chai with basil, accented with notes of cinnamon and orange, perfect for the holiday season.

As a company made up of Austin musicians, KTonic takes special interest in caring for our own. The Austin music scene consists of independent contractors that typically do not have the luxury of privatized insurance. This not only includes musicians but also stagehands, sound personnel, road crew and may others that help make Austin one of the most vibrant musical centers in the country. This unfortunate situation leaves music industry professionals without a safety net when it comes to even basic health care needs, which is where SIMS Foundation and HAAM come in. More than ever, organizations like SIMS Foundation (focusing on mental health and substance use recovery for musicians, music industry professionals, and their dependent family members) and HAAM (providing access to affordable healthcare services for Austin’s low-income working musicians) depend on community support to continue to provide the same level of service to an ever-growing contingent of musicians and music-industry professionals in need.

KTonic will be dedicating 15% of all gross sales of “Chai, How Are You?” to both organizations, as well as providing cases of product as needed to support fund raising auctions and events. Only a limited number of cases of this special edition (500-700) will be produced this year. “Chai, How Are You?” will be available on [ktonickombucha.com](http://ktonickombucha.com) as well as most retailers where KTonic is currently sold, on October 17, 2022.

*For additional information and updates regarding this release, please go to [ktonickombucha.com/chai](http://ktonickombucha.com/chai) or contact Greg Goodman at 210-313-6850 or [greq@k-tonic.com](mailto:greq@k-tonic.com).*

**Statement from HAAM:** *“We are grateful to KTonic, for including HAAM and for generously pledging to donate a percentage of sales of their newly released, limited-edition kombucha, “Chai, how are you?”, to musicians in our community that are struggling,” said Paul Scott, CEO of Health Alliance for Austin Musicians. “The funds HAAM receives will go directly toward our musicians accessing the critical healthcare they need to continue creating, performing, and playing live music. The support from KTonic will help provide healthcare services ranging from primary and specialty care, dental, vision, hearing, mental health and other services. Our continued success is directly dependent on the generosity of organizations like KTonic, and now, more than ever, musicians need our assistance. We are very excited about this kombucha and urge everyone to try it!!”*

**Statement from SIMS Foundation:** *“The need for accessible mental health and substance use recovery services and supports for the music community is greater than ever and the SIMS Foundation is honored to partner with KTonic on this limited-edition flavor as a way to support the increased need,” noted SIMS Executive Director Patsy Dolan Bouressa. “SIMS is the only non-profit in the US that provides the full range*

*of mental health and substance use services and support to everyone in the music industry and their dependent family members. Since 1995, we have provided over 1200 hours of case management annually to ensure that our clients receive the care they need while also connecting them to the appropriate level of care to support their particular situation.”*