



EepyBird

The Extreme Diet Coke & Mentos Experiments

EepyBird will present their renowned Diet Coke & Mentos geyser performance on [date] at [time], at [venue]. The performance is a spectacular live version of EepyBird's famous "Extreme Diet Coke & Mentos Experiments," one of the Internet's best-known viral videos of all time. But in fact, this display will be even bigger: when Fritz Grobe and Stephen Voltz don their lab coats and drop 624 Mentos mints into 104 two-liter bottles of Diet Coke, geysers of soda will erupt over 25 feet into the air. It's an unbelievable candy-powered version of the Bellagio fountains in Las Vegas.

After six months developing the video, Fritz and Stephen first posted "The Extreme Diet Coke & Mentos Experiments" on EepyBird.com on a Saturday morning, June 3, 2006. Within hours, thousands of people were coming to their web site. That following Monday morning, The Late Show with David Letterman called, and, as Fritz says, "Diet Coke & Mentos madness began!" And as Stephen added, "It still hasn't let up!"

Since then, over 150 million people have seen their videos, and EepyBird has appeared on The Late Show with David Letterman, Ellen, the Today Show, Mythbusters, Time Warp, and more. They have also performed live in Paris, London, Istanbul, Las Vegas, and on Wall Street.

They have won four Webby Awards, an OMMA Best in Show award, and have been nominated for two Emmys. They've even set three Guinness World Records and appeared in videos for Blue Man Group, Barenaked Ladies, and Weezer.

The New York Times called them "Hilarious," *Rolling Stone* called them "Wizards," and David Letterman said, "Very impressive... we might as well pack up and go home!"

EepyBird is a company that explores creativity, and in particular, the ways in which everyday objects can do extraordinary things. Their video, "The Extreme Sticky Note Experiments," transformed over 250,000 sticky notes into cascading waterfalls of color and has gotten over 4 million views online since September of 2008. In 2012 they published The Viral Video Manifesto, the critically acclaimed guide to successful viral video.

For additional information and photos, visit:

<http://www.eepybird.com/press-info>

Link to the original “Extreme Diet Coke & Mentos Experiments” video at:

<http://www.eepybird.com/featured-video/the-extreme-diet-coke-mentos-experiments/>

Link to the new “Extreme Sticky Note Experiments” at:

<http://www.eepybird.com/featured-video/the-extreme-sticky-note-experiments>

Read additional history:

<http://www.eepybird.com/press-info/background>

Why does Diet Coke & Mentos work? It’s a process called nucleation. You can read about it at:

<http://www.eepybird.com/frequently-asked-questions/>

For interview requests, please email:

contact@eepybird.com

About Fritz

Fritz Grobe left his studies of mathematics at Yale University to become a professional juggler. He went on to win 5 gold medals at the International Jugglers Championships and hold a world record for juggling way too many objects. He was a lead actor and featured solo clown in the original cast of Birdhouse Factory, a touring Cirque du Soleil spinoff. Co-founder of EepyBird, he lives in the small town of Buckfield, Maine.

About Stephen

Stephen Voltz spent 20 years as a trial lawyer in federal and state courts, winning leading cases in Massachusetts involving discrimination, fraud, and racketeering. But before he grew up to be a responsible adult, he was inspired to be a performer by the vibrant street-performing scene in San Francisco. He went on to study at Celebration Barn Theater in South Paris, Maine, and have a one-man show at the San Francisco Fringe Festival. Co-founder of EepyBird, he splits his time between Gloucester, Massachusetts, and Buckfield, Maine.

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