

MTV Reality Star Greg Carney Introduces Freedom Beverage Co

Written by Robert ID3439

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The son of missionaries, who grew up attending 12 schools in 13 different cities from Columbus, OH, to Puerto Rico and Dominican Republic, 24-year-old Greg Carney is on a mission of his own with his company KG2 Productions, Inc., based in a 30,000 sq. ft. warehouse in North Hollywood.

The charismatic entrepreneur is using his experience promoting some of L.A.'s hottest clubs and as part of the MTV reality series twentyfourseven, which he created, produced and starred in, to launch his Freedom Beverage Company. The initial product line includes Freedom H2O, a mineral water bottled in Fiji which received the Superior Taste Award in 2005 by a Blue Ribbon panel; Aqua Pacifica water, aimed at an older demographic; Freedom Energy Drink and Big Punch Energy Drink, an endorsement deal with Good Charlotte's Benji and Joel Madden. Freedom Energy Drink is available at Circle Ks around the country in addition to a variety of other retail locations. Customized versions of Freedom H2O will be carried by The Dolce Group, which operates L.A. hot spots such as the Geisha House, Bella, Les Deux and Ketchup. Future projects include a natural-flavored juice box drink from pop star Jesse McCartney and a sports drink endorsed by professional athletes.

Carney's beverage company is just one of 13 divisions comprising his KG2 Productions, Inc., which also boasts a pair of fashion lines (Freedom United Clothing, Pink Taco Salad Clothing) that donate 10% of profit to charity, a promotion company and interests in TV, Film and Music Production. He promotes all his products through the network of celebrities he has cultivated in his work as a club promoter, including free monthly mailings of bottled water, energy drinks and "FU" T-shirts and baseball hats.

With his religious background, Carney is not just interested in accumulating wealth, but sharing it with those less fortunate, which is part of his company's mission statement, what he calls a "Conscious Revolution." Each bottle comes with a reference to a biblical passage from Galatians 5:13-15 and the message, "The power or right to act, speak, or think as one wants without hindrance or restraint." Carney has pledged percentages of all sales from his beverage products to charitable organizations, including nursing homes and adoption agencies, with a long-range goal to build 10-20 schools a year in third world countries, while remaining dedicated to "Green" environmental initiatives.

"I learned early on something important," he says. "The more you give, the more you receive. It's about giving people an opportunity to do well and put a smile on their face."

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Carney currently employs a staff of 10, all under the age of 25, at his North Hollywood headquarters, which he delights in empowering.

"I get joy from giving and taking care of people," he says. "But my job's just starting. There's something behind everything we do. We're not just selling a product, but a way of life. Our youth is an advantage. We don't have to listen to what others are telling us. It's about following our gut, our instincts, and turning negative situations into positives. It takes a lot of hard work to fulfill your dreams."