



MEDIA CONTACT
Mary Meluso
201.253.1335 | mmeluso@lsc.org

LIBERTY SCIENCE CENTER 'SLYMEZ' GUESTS WITH HELP FROM GOGO SQUEEZ®

*Guests to Enjoy Free Samples of Wildly Real, Wildly Slymey New Snack
During Summer of Soccer & Science Final Weekend*

JERSEY CITY, NJ, JULY 16, 2026 — Liberty Science Center guests are no strangers to slime. In fact, they've used their senses of sight, smell, touch, and even hearing as they've mixed gallons and gallons of the gooey stuff over the years. But, for the first time ever, LSC guests will be able to taste a fun, smooth texture similar to the slime they love to play with!

As LSC's Summer of Soccer and Science celebration concludes July 18 and 19, snack time is officially getting a sweet n'sour upgrade! Attendees will have the chance to try GoGo squeeZ® SlymeZ, a new, better-for-you snack featuring bold flavors like Blue Raspberry, Strawberry Lemonade, Cherry and Green Apple, that comes in a smooth texture kids will love.

Packaged in the same convenient, mess-free pouches as the original GoGo squeeZ® favorites, these delicious, grab-and-go treats are made with 100% real fruit and no added sugar, making them a great option for a weekend packed with action. Guests can grab a sample to-go as they dive into the weekend activities, complete with Drone Soccer, LSC Rat-thlete Matches, Subsoccer, and the final "Pup Cup" with our canine friends from the Seeing Eye. LSC's brand-new *Animal Encounters* zone, as well as the *Thomas & Friends: Explore the Rails* and *The Power of Poison* exhibitions will also be open for exploration.

So, whether it's at your local science center or packed as a must-have snack for all your summer adventures, GoGo squeeZ® SlymeZ is the treat made with real fruit that parents can feel great about giving to their kids. No spoon needed – just squeeze and enjoy!

While GoGo squeeZ® brings the fun for Gen Alpha, the brand is also helping keep Gen Z fueled and hydrated through benefits from its GOGO® line. As the latest way the brand is stepping up to champion soccer fans, this exciting sampling opportunity builds on the momentum of the GOGO® Fueling the Fans Movement, a multi-market activation launched last month. After urging tournament organizers to allow the free distribution of GOGO® Active Fruit Blend with Electrolytes and GOGO® Protein pouches to fans, and receiving no response, GoGo squeeZ® took matters into its own hands. The brand intercepted thousands of fans at travel routes across New York City, Kansas City, and Los Angeles to help keep them fueled and hydrated exactly when and where they needed it most.

To learn more about the Liberty Science Center's Summer of Soccer and Science celebration, where you can taste the all-new GoGo squeeZ® SlymeZ, visit www.lsc.org today.

ABOUT LIBERTY SCIENCE CENTER (LSC)

Liberty Science Center (LSC.org) is a 300,000-square-foot, not-for-profit learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to inspiring the next generation of scientists and engineers and bringing the power, promise, and pure fun of science and technology to learners of all ages, Liberty Science Center houses the largest planetarium in the Western Hemisphere, 12 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, live simulcast surgeries, a tornado-force wind simulator, K-12 classrooms and labs, and teacher-development programs. More than 280,000 students visit the Science Center each year, and tens of thousands more participate in the Center's off-site and online programs. Welcoming more than 800,000 visitors annually, LSC is the largest cultural institution in New Jersey and the largest interactive science center in the NYC-NJ metropolitan area.

ABOUT GOGO SQUEEZ®

The GoGo squeeZ® brand is on a mission to provide better snacking solutions for younger generations and being responsible to our planet as they continue their everyday adventures! Since 2008, the brand has been the leading squeezable pouch made with fruit, veggie, dairy, and other real ingredients. GoGo squeeZ® makes on-the-go snacking nutritious and delicious with more than 30 varieties of squeezable fruit blends, FruitZ, Fruit & VeggieZ, YogurtZ, PuddingZ, SlymeZ, and the GOGO® functional product line with Electrolytes and Energy Release options. Each pouch is made with the highest quality ingredients.

ABOUT BEL US

Bel US is part of the Bel Group, a global leader in dairy, fruit, and veggie snacking with 160 years of expertise. Family-owned, mission-led, and rooted in innovation, Bel US creates delicious dairy, fruit and veggie portion-sized snacks. Iconic brands like Babybel®, GoGo squeeZ®, The Laughing Cow®, and Boursin® are among Bel US's most loved brands. With US offices in Chicago and New York, and food facilities in Idaho, Michigan, Wisconsin, and South Dakota, Bel US is on a mission to champion healthier snacking – delivering nourishment, bringing joy and building a more sustainable food system- For All, For Good.

For more information, visit www.gogosqueez.com and belbrandsusa.com.