

JONES SODA CO  
Form 8-K  
September 07, 2016

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UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT

TO SECTION 13 OR 15(d) OF THE

SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): September 7, 2016

Jones Soda Co.

(Exact Name of Registrant as Specified in Its Charter)

Washington

(State or Other Jurisdiction of Incorporation)

0-28820

(Commission File Number)

52-2336602

(IRS Employer Identification No.)

66 S. Hanford Street, Suite 150

Seattle, Washington

(Address of Principal Executive Offices)

98134

(Zip Code)

(206) 624-3357

(Registrant's Telephone Number, Including Area Code)

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 7.01 Regulation FD Disclosure

Representatives of Jones Soda Co. (the “Company”) are scheduled to present on Wednesday, September 7, 2016 at 3:00 p.m. Pacific time at the 2016 Gateway Conference being held on September 7-8, 2016 at the Four Seasons Hotel San Francisco, and will participate in various one-on-one meetings held throughout the conference.

The presentation will be webcast live and available for replay in the Investor Relations section of Jones Soda Co. website at [www.jonessoda.com](http://www.jonessoda.com) or on the Gateway Conference website at [www.gateway-conference.com/presenters](http://www.gateway-conference.com/presenters).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

JONES SODA CO.

(Registrant)

September  
7, 2016

By: /s/ Max Schroedl  
Max Schroedl, Vice President of Finance

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