



NEWS RELEASE

Happy Planet Launches Grow For Good Campaign

New contest inspiring the urban farmers of tomorrow

VANCOUVER, BC—April 16, 2013— On Earth Day, Happy Planet is launching the “Grow for Good” campaign and online photo contest. The contest is designed to encourage consumers to ‘grow’ a greater appreciation for fresh food and for the younger generation to develop a curiosity about where food comes from –by starting their own Happy Planet juice carton herb garden.

“We are looking to inspire younger generations to ask questions about what they eat and where it comes from,” said Happy Planet founder Randal Ius. “Creating a ‘Grow for Good’ juice carton herb garden is a fun and creative activity that will also help foster an enthusiasm for fresh food; inspiring both the urban farmers – and consumers – of tomorrow.”

Happy Planet consumers are encouraged to start their own juice carton herb gardens by cutting off the bottom portion of their Happy Planet 1.89 L juice carton, planting the seeded cards found on in-store shelf displays (or using their own) and taking a photo of their garden once it begins to bloom. Pictures will be shared on social media for a chance to win a year’s worth of fresh organic produce delivery service from SPUD.ca or Green Earth Organics.

As part of Happy Planet’s focus on fresh foods and support of community garden initiatives, the company has partnered with The World in a Garden, a Canadian community initiative with the goal to educate community and youth about the nutritional, cultural and environmental aspects of growing and eating food.

“A love of gardening and curiosity about food often stems from one small step like a juice carton herb garden,” said Tricia Sedgwick, founder of World in a Garden. “That’s the beauty of campaigns like Grow For Good.”

The Grow For Good campaign launches on Earth Day, April 22.

***About Happy Planet:** Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1994 along with his friend Randal Ius and a big blender they started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all natural food and juice company. They still make juices and smoothies. They make delicious natural and organic soups too. They've not made all the planet happy yet, but it's a good start.*

For more information, visit <http://happyplanet.com/>

