



## NEWS RELEASE

### **Happy Planet Campaign Inspires Over 400 Carton Herb Garden Projects** *'Grow For Good' Contest deemed a Winner!*

VANCOUVER, BC—July 15, 2013 – Since launching on Earth Day 2013 - April 22<sup>nd</sup>, 2013, Happy Planet's "Grow For Good" campaign and online photo contest has inspired hundreds of school children, adults and families across Canada to create their own juice carton herb garden.

The "Grow for Good" campaign was launched in an effort to help consumers and younger generations develop an appreciation for fresh food and an interest in where their food comes from. The photo contest itself consisted of consumers starting their own herb gardens in the bottom half of Happy Planet's organic juice cartons and sharing the photos of their gardens in bloom on social media.

"We are delighted to report that over 400 Happy Planet carton herb gardens were created during the campaign," said Happy Planet co-founder Randal Ius. "The photos submitted online for the contest showed how starting your own herb garden can be a really fun & creative activity."

The contest wrapped up July 12<sup>th</sup> and the winner, Kyla Rosen from Hope, BC will receive a year's worth of fresh organic produce delivery service from [SPUD.ca](http://SPUD.ca).

"The 'Grow for Good' campaign succeeded in inspiring our consumers and the younger generation to cultivate their own herb gardens. We hope that they now have an even greater appreciation for fresh food after this experience" explains Ius.

For more information or to view the winning entry, visit:  
<https://www.facebook.com/HappyPlanetFoodsInc?ref=ts&fref=ts>

***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.*