



## NEWS RELEASE

### Happy Planet launches “Help us Feed the Hungry” Campaign *Helping to nourish our communities*

**VANCOUVER, BC – October 15, 2013** – Happy Planet is proud to announce the launch of the “Help us Feed the Hungry,” a campaign that aims to promote and support hunger prevention and awareness programs. Each purchase of Happy Planet’s delicious fresh soups will help Happy Planet donate funds to national and local food banks this winter, giving Canadian consumers the opportunity to help nourish their communities.

‘Help Us Feed the Hungry’ is a real partnership effort with our consumers - by purchasing their favourite Happy Planet fresh soups in retailers across Canada, consumers are enabling us to give back to the community” said Happy Planet co-founder Randal Ius. “We’re encouraged that our combined effort can make a positive difference this winter – helping to provide nourishing meals for those in our communities.”

Each purchase of Happy Planet’s globally-inspired fresh soups will help Happy Planet make a donation to Food Banks Canada. Each purchase of one of their new locally-inspired fresh soups will help Happy Planet donate to local food banks that serve the featured regions: the Fraser Valley in BC, Montérégie in Quebec and Chatham-Kent in Ontario.

Happy Planet delicious fresh soups are available in the refrigerated sections of grocery stores nationwide. Fresh soups offered by Happy Planet include: Fraser Valley Mushroom and Mascarpone; Chilliwack Broccoli and Cheddar; Montérégie Potato and Leek; Chatham Carrot and Ginger; Mediterranean Minestrone; Somerset Garden Pea; Tuscan Tomato; Moroccan Chickpea; Indian Split Pea; Thai Coconut; Louisiana Sweetcorn and Red Pepper and Berkeley Butternut Squash. All Happy Planet fresh soups are made with premium, all natural ingredients and do not contain any preservatives nor artificial flavours.

***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://happyplanetsoups.com/soups>

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