



NEWS RELEASE

Happy Planet caps off “Help us Nourish the Hungry” Campaign with a \$20,000 donation to Food Banks across Canada

VANCOUVER, BC – May 1, 2014 – Happy Planet is proud to announce the culmination of “Help us Nourish the Hungry,” a campaign to promote and support hunger prevention and awareness programs across Canada. Each purchase of Happy Planet’s delicious, all-natural fresh soups helped the company donate \$20,000 to national and local food banks, enabling Canadian consumers to make a positive impact in their communities.

“We’re tremendously grateful to the tens of thousands of Canadians who supported the ‘Help Us Nourish the Hungry,’ campaign” said Happy Planet Co-founder Randal Ius. “This was a true partnership effort with consumers that helped to provide nourishing meals to communities all across the country.”

Happy Planet recently presented a cheque for \$10,000 to Food Banks Canada, and cheques for \$2,500 each to Abbotsford Food Bank, Chilliwack Care & Share, Chatham Outreach for Hunger and Moisson Rive-Sud.

“Happy Planet’s support will truly make a difference in the lives of Canadians in need” said Katharine Schmidt, Executive Director, [Food Banks Canada](#). “Their donation of \$20,000 will directly support Food Banks Canada’s and four local food banks’ initiatives which help relieve hunger today and prevent hunger tomorrow for the almost 850,000 people across Canada who rely on a food bank each month. This support coupled with their continued commitment to promote hunger awareness will go a long way in helping communities across the country.”

“Campaigns like ‘Help Us Nourish the Hungry’ under our [Grow For Good](#) initiative have not only allowed us to give back to our community, they’ve also fostered a company culture of giving that we can truly be proud of,” said Ius. “As we continue to grow, we’re excited about being able to increase our support and look forward to putting even more smiles on faces with creative, nourishment—focused, community campaigns in the future.”

Happy Planet’s delicious fresh all-natural soups and juices 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; Tuscan Tomato; Moroccan Chickpea; Indian Split Pea; Thai Coconut; Louisiana Sweetcorn and Red Pepper, Santa Fe 4 Bean Chili and Berkeley Butternut Squash. All Happy Planet products 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 www.happyplanet.com

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