



## NEWS RELEASE

### *Happy Planet Launches 'Fresh Soup Love' Initiative Across Canada*

February 4, 2014, VANCOUVER, BC— Happy Planet has coined February as 'Fresh Soup Love' month. To celebrate, the company will be rolling out several initiatives designed to inspire Canadians to show some love – both for delicious fresh soups and for their communities.

'Fresh Soup Love' month kicks off with a chance for fresh soup lovers in Vancouver and Toronto to show their love for their workmates by entering to win a Happy Planet Fresh Soup Love office party on [Vancity Buzz](#) and [blogTO](#). Contests close February 13.

Then launching on February 14<sup>th</sup>, is 'Eat Soup Love' – a contest which encourages people to take photos of the Valentine's Day meal they serve their loved ones (including Happy Planet fresh soups) and post them to the company's Facebook page. The winner will receive a one-month supply of Happy Planet's all-natural fresh soups. Entries will be accepted until February 23.

"In February, love is in the air," said Happy Planet co-founder Randal Ius. "We'd like to see that love extended to family, friends, and the community – and what better way to show your love and care than with a bowl of delicious, comforting, fresh soup?"

To show love for the community, the Happy Planet team will be spending Valentine's Day volunteering at Union Gospel Mission and hopes to keep the love going all month long by encouraging Canadians to get involved in and support their communities.

"Our team will continue to volunteer in the community throughout 2014, and we hope to inspire people across Canada to do the same," said Ius. "The 'Fresh Soup Love' campaign is just the beginning."

Happy Planet also hopes to spread the *Fresh Soup Love* message further with the #FreshSoupLove hashtag.

For more information about Happy Planet's "*Fresh Soup Love*," please visit <https://www.facebook.com/HappyPlanetFoodsInc>

***About Happy Planet:*** *Two boys with big dreams. In 1994, Randal Ius and his friend Gregor Robertson, along with a farm full of organic carrots and a big blender, 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.*