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### **Santa Cruz Organic® Launches Sweet Deed Society**

*Celebrate Good Deeds to Help Donate 160,000 Meals to Feeding America®  
and for the Chance to Win a Beach Vacation and Other Prizes*

CHICO, Calif. (June 14, 2012) –This summer **Santa Cruz Organic®** will celebrate good deeds and the spirit of helping others with the launch of the Sweet Deed Society at [www.facebook.com/santacruzorganic](http://www.facebook.com/santacruzorganic). For each daily sweet deed nomination submitted, **Santa Cruz Organic** will donate five dollars to Feeding America®, up to \$20,000 – that will help provide 160,000 meals\* for families struggling with hunger across the country.

Starting today, consumers are invited to become a member of the Sweet Deed Society on the **Santa Cruz Organic** Facebook page and nominate a friend who has done a good deed. Participants will also be entered into a grand prize drawing for a chance to win weekly prizes and one of two beach vacations, awarded as a \$3,500 check. To help acknowledge their good deed, the nominee can also accept their nomination, join the Sweet Deed Society and be entered for their own chance to win.

As the nation's leading domestic hunger-relief charity, Feeding America® knows the value of a good deed. **Santa Cruz Organic** is proud to partner with them and help further their mission to feed America's hungry and engage the country in the fight to end hunger.

**Santa Cruz Organic** [Lemonade Beverages](#) are certified USDA organic products and available in recyclable 32-ounce glass bottles in a variety of flavors.

No purchase necessary. Promotion open to legal residents of the 50 United States and D.C., 18 years and older and ends at noon on August 8, 2012. Promotion subject to complete Official Rules available at [www.facebook.com/santacruzorganic](http://www.facebook.com/santacruzorganic). Void where prohibited.

*As a pioneer organic brand, **Santa Cruz Organic** was the first to have a wide range of organic, 100 percent juices and blends and the first juice processor to use all organic fruit sourced from growers certified by an independent, third-party certification organization. With a history of developing innovative products, **Santa Cruz Organic** currently offers more than 80 organic items ranging from organic fruit juices and sparkling beverages to organic fruit sauces, chocolate syrups, peanut butters and fruit spreads. Visit [www.santacruzorganic.com](http://www.santacruzorganic.com) or [www.facebook.com/santacruzorganic](http://www.facebook.com/santacruzorganic) for more information.*

\*\$1 donated provides the equivalent of 8 meals secured by Feeding America® on behalf of local food banks.