



R.W. Knudsen Family® Celebrates The Holiday Season Simply

This holiday season Share Your Simple Tips for a chance to win Prizes

CHICO, Calif. (Dec. 7, 2012) – The holidays can be hectic, so it's important to remember the simple things in life – spending time with family and friends around the table or a crackling fire. To encourage more simple family time this year, **R.W. Knudsen Family®** is continuing the [Share Your Simple Promotion](#) on Facebook. Consumers can enter their tips to make this holiday season more simple for the chance to win one of five \$500 bi-weekly prizes and a grand prize of \$4,500, all awarded as a check. What could be more simple, and needed, at the holidays than some help with gift giving expenses.

To view the multimedia content, click here: <http://www.multivu.com/players/English/56004-rw-knudsen-share-your-simple/>

Consumers are encouraged to share their tips on how to make life simple on www.facebook.com/rwknudsen in a variety of categories based around bi-weekly themes including "Simple Gift Idea" and "Simple Holiday Recipes". Sharing a tip enters participants into the bi-weekly and grand prize drawings.

The **R.W. Knudsen Family** has always had a simple philosophy: make great tasting, all-natural and organic beverages with uncompromising standards. [Celebratory beverages](#) are ideal holiday refreshments for the whole family: festively packaged in champagne-style bottles and available in vibrant fruit flavors like sparkling Blueberry, Cranberry and Organic Pear, they are a perfect adornment to any holiday table or gift basket. Celebratory beverages are non-alcoholic and made with all-natural juice and sparkling water. They don't contain artificial flavors, colors or sweeteners so you can feel good about sharing them with the whole family.

The promotion runs now through 11:59 a.m. ET on Dec. 17, 2012. Promotion is open to legal residents of the 50 United States and D.C., 18 years and older. Promotion subject to complete official rules available at www.facebook.com/rwknudsen. Void where prohibited. No purchase necessary.

R.W. Knudsen Family® has produced quality, all-natural juice products since 1961. Its offerings include more than 125 types of natural and organic fruit and vegetable juices, carbonated fruit beverages, and specialty items including **Recharge®** sports drinks. **R.W. Knudsen Family** products are made without artificial flavors or preservatives, and never contain added sugar. Visit www.rwknudsenfamily.com for more information.

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Contact: Danielle Kramer, Fresh Ideas Group
(303) 449-2108, ext. 23, Danielle@freshideasgroup.com