

SURF SWEETS SPONSORING WORLD OCEAN DAY ART CONTEST
Organic Candy Company Partnering with The Ocean Project
to Encourage Ocean Conservation Awareness

PROSPECT HEIGHTS, IL – May 1, 2009 - Surf Sweets brand of natural and organic candies and The Ocean Project are partnering to build awareness of World Ocean Day, June 8, 2009. The program will include a kids' artwork contest to raise awareness of the importance of ocean conservation. Children ages 5-13 may submit color artwork that answers the question "Why I love the Ocean."

World Ocean Day was founded to raise awareness about the crucial role the ocean plays in maintaining the earth's climate. The international celebration focuses on educating individuals about the ocean, the vulnerability of ocean life to warmer, more acidic and rising waters as a result of climate change and action steps to preserve our shared resource. The United Nations recently officially declared June 8 as "World Oceans Day" supported by thousands of people signing a petition in support of the event.

Entry forms for the World Ocean Day Art contest are available at participating retailers where Surf Sweets candies are sold as well as on the following web sites: www.SurfSweets.com and www.WorldOceanDay.org. Prizes include framing of the winning artwork, tickets to a local aquarium, museum or zoo and free Surf Sweets candies.

Kids are encouraged to submit a drawing that best illustrates "Why I Love the Ocean". Action Tips for ocean conservation will be distributed with entry forms and will also be available online.

"We are very enthusiastic about our collaboration with The Ocean Project and look forward to working with them in support of World Ocean Day," said Bert Cohen, president of TruSweets, LLC, owner of the Surf Sweets brand. "We are committed to providing sweet snacks that are a better choice for families and the environment through the use of all natural and organic ingredients. Organic agriculture helps to create a sustainable environment for future generations."

The Ocean Project works in partnership with more than 800 zoos, aquariums, and museums to educate their millions of visitors about how they can protect and conserve the world's ocean. As part of this mission, The Ocean Project leads efforts to promote and coordinate World Ocean Day with its worldwide partner network. In order to make the connection between climate change and ocean health, partners are encouraged to promote the theme "one ocean, one climate, one future" for 2009.

For more information about the World Ocean Day artwork contest, contact Surf Sweets at 224.676.1070 or www.surfsweets.com. For more information about The Ocean Project visit www.TheOceanProject.org and for more on World Ocean Day visit www.WorldOceanDay.org, or call 401.709.4071.

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