



# NEWS

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For Immediate Release

## Surf Sweets® Hosts #OceansDay Party on Twitter is Celebration of World Oceans Day, June 8, 2010

Special Guest Panelist is Bill Mott of The Ocean Project; great prizes raffled every 10 minutes



**PROSPECT HEIGHTS, IL, June 7, 2010** – What better way to celebrate World Oceans Day on Tuesday, June 8, 2010, than a party. A Twitter Party that is, hosted by [Surf Sweets®](#), the country's leading brand of organically sweetened, totally delicious gummy candies and jelly beans.

The fun starts at 7 pm CT. Surf Sweets will be using hashtag #OceansDay. Special guest panelist Bill Mott, Director of The Ocean Project, and Surf Sweets moderators will:

- Discuss how you/your family can help protect the world's oceans
- Share factoids about the world's oceans
- Address hot topics like the Gulf Coast oil spill and sustainable fishing
- Provide details about the "World Oceans Day Art Contest" presented by Surf Sweets, held in partnership with [The Ocean Project](#)
- Raffle off valuable, fun prizes every 10 minutes

**What:** World Oceans Day (#OceansDay) Twitter party hosted by Surf Sweets

**When:** Tuesday, June 8, 2010, 7-8 pm CT

**Where:** Twitter.com, #oceansday

**Topic:** World Oceans Day

**Who:** The Ocean Project Guest Panelist Bill Mott: @theoceanproject; Surf Sweets Brand Panelists: @surfsweets

**Prizes:** **One Grand Prize--\$50 Whole Foods Gift Card plus a Surf Sweets Gift Pack,** which includes a variety of SS candies, a Surf Sweets T-Shirt and a Surf Sweets Rubber Ducky

**Two Second Prizes--[Clementine Art Supplies](#) and a Surf Sweets Snack Pack Combo (five Surf Sweets Snack Packs)**

**Three Third Prizes--Disney Movie (*Oceans*, *Finding Nemo* or *Shark Tale*) and a Surf Sweets Snack Pack Combo (five Surf Sweets Snack Packs)**

**Cause:** Surf Sweets is a long-time supporter of [The Ocean Project](#) because it's right in line with the brand's founding commitment to healthy treats, healthy families, and a healthy planet

For more information about the "Surf Sweets World Oceans Day Twitter Party," visit [www.surfsweets.com](http://www.surfsweets.com). For more information about World Oceans Day, visit [www.worldoceansday.org](http://www.worldoceansday.org).

### About The Ocean Project

The Ocean Project is an unprecedented initiative to create in people a lasting, measurable awareness of the importance, value, and sensitivity of the ocean. The organization advances ocean conservation in partnership with nearly 1,000 zoos, aquariums, and museums in addition to conservation and education organizations, agencies, and institutions in all 50 U.S. states and 85 other countries. The Ocean Project provides its partners with cutting-edge public opinion and communications research; effective outreach program strategies to assist in changing attitudes and behaviors for conservation; helpful information and tools to increase civic involvement in community conservation activities; and ways to help with regional, national, and international policy-focused action. For more information, visit [www.theoceanproject.org](http://www.theoceanproject.org).

### About Surf Sweets

Surf Sweets is the country's leading brand of organically sweetened, totally delicious gummy candies and jelly beans made with organic and natural ingredients and without any artificial colors and flavors. Surf Sweets is owned and operated by Prospect Heights, IL-based TruSweets, LLC, a socially responsible company dedicated to building delicious sweet snack brands that are better for our families and our planet. The company was founded in 2008 by Bert Cohen, an entrepreneur with a successful track record of building businesses in the natural foods industry. Surf Sweets currently offers seven unique varieties of mouth-watering gummy candies and jelly beans that are available at mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. For more information, visit [www.surfsweets.com](http://www.surfsweets.com).

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