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For Immediate Release

Surf Sweets Launches 'Helping Hearts' Facebook Campaign

Become a Surf Sweets fan on Facebook and help a cause in February



PROSPECT HEIGHTS, IL, February 4, 2010 – There's never been an easier or sweeter way to help a great cause than through [Surf Sweets](#) new [Helping Hearts](#) campaign.

Surf Sweets, the country's leading maker of naturally sweetened, totally delicious gummy candies and jelly beans, announced today that for every new fan who joins its [Facebook](#) page in February, it will make a \$1 donation to [The Ocean Project](#).

The Ocean Project is national non-profit organization that advances ocean conservation in partnership with zoos, aquariums, and museums to help them effectively educate for conservation action. Their efforts helped create World Oceans Day, which is now recognized by the United Nations and celebrated worldwide on June 8.

"Our Helping Hearts campaign is a sweet idea with the potential to greatly benefit an organization that mean an awful lot to Surf Sweets and to our customers," says Bert Cohen, President and Founder of TruSweets, LLC, a socially responsible company dedicated to building delicious, sweet snack brands like Surf Sweets that are better for our families and our planet. "At the same time, Surf Sweets gains new Facebook fans with whom we can interact and share news about our delicious products," he adds.

It's easy to join the Surf Sweets Fan Club on Facebook. Simply find Surf Sweets on [Facebook](#), or go to www.surfsweets.com and click *Find Us On Facebook*. Once there, join the Surf Sweets Fan Club and \$1 will be donated to *The Ocean Project*. Surf Sweets will donate \$1 for up to 1,000 new fans who join its Facebook page. The campaign will run from February 1-28, 2010.

About Surf Sweets

Surf Sweets is the country's leading brand of naturally 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.

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