



NEWS

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For Immediate Release

Surf Sweets to Give Away 1000 Bags of Organic Jelly Beans at 'The Bean'

It's Surf Sweets' way of giving back in celebration of Earth Day AND National Jelly Bean Day



PROSPECT HEIGHTS, IL, April 21, 2010 – It's truly a sweet coincidence for Chicago area-based TruSweets, LLC that Earth Day and National Jelly Bean Day are both celebrated on the same day, Thursday, April 22.

First, TruSweets, LLC is a socially responsible company dedicated to building delicious, sweet snack brands, like [Surf Sweets](#), that are better for our families and our planet. And second, Jelly Beans happen to be among the many delicious, all natural and organic candies marketed under the Surf Sweets brand.

So the company announced today that in celebration of the 40th Annual Earth Day and National Jelly Bean Day, it will be handing out FREE bags of its delicious Surf Sweets Organic Jelly Beans at "The Bean" in Chicago's Millennium Park tomorrow.

The first 1,000 people to visit the Surf Sweets table located near "The Bean" between 10 am and 12 pm will receive Surf Sweets new Springtime Organic Jelly Bean snack-sized packs.

"It's our way of giving back in celebration of Earth Day AND National Jelly Bean Day," says Bert Cohen, President and Founder of TruSweets, LLC. "Bring out the whole family, or just stop by on your lunch break for a great treat to sweeten your Earth Day," he adds.

Surf Sweets offers [seven unique varieties of its mouth-watering organic and natural gummy candies and jelly beans](#) in 2.75-oz packages -- Gummy Bears, Gummy Worms, Organic Jelly Beans, Sour Worms, Organic Fruity Bears, Gummy Swirls and Sour Berry Bears. It also offers three 0.9-oz. snack-size packs of its Jelly Beans, Gummy Bears and Sour Berry Bears.

Surf Sweets candies are sweetened with organic cane juice and real organic fruit juice instead of corn syrup, and they're free of artificial colors, flavors and GMOs. Also, they're gluten free, dairy and casein free, and allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, and shellfish). All Surf Sweets candies are produced and packaged in a dedicated nut-free facility in the USA.

Surf Sweets candies are currently available in mainstream grocery and natural foods stores, online and at specialty retailers throughout the U.S. and Canada. Suggested retail price is \$1.99 for 2.75-oz bags of Surf Sweets and \$.79 for the 0.9-oz snack-size packs.

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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