



NEWS

Contact: Susan Schneider
(847) 438-4465
prwhiz@aol.com

For Immediate Release

Surf Sweets® Sponsors Art Contest in Celebration of World Oceans Day *Kids art should depict the diversity of life found in our oceans*

PROSPECT HEIGHTS, IL, May 11, 2010 – [Surf Sweets®](#), the country's leading brand of organically sweetened, totally delicious gummy candies and jelly beans, announced the second annual *Surf Sweets® Art Contest Celebrating World Oceans Day*. June 8th has been officially designated as World Oceans Day by the United Nations.



World Oceans Day

The *Surf Sweets Art Contest* is held in partnership with [The Ocean Project](#), an organization that promotes events and activities to celebrate [World Oceans Day](#) around the world to help make people more aware of our connections to

and the importance of the world's oceans in our everyday lives. This year's World Oceans Day theme is "Oceans of Life", a celebration of the great diversity of life found in the world's oceans. Working with over 1,000 partner aquariums, zoos, science museums and other educational organizations, The Ocean Project is the largest network ever formed to focus on ocean conservation.

Surf Sweets encourages children aged 5 to 13 to submit original hand-drawn artwork that depicts the wealth of life forms inhabiting our oceans. Contest entry forms can be found at participating retailers where Surf Sweets candies are sold, at Surf Sweets' website at www.surfsweets.com, on [Surf Sweets Facebook page](#), and at www.worldoceansday.org.

Artwork must be submitted no later than June 30, 2010, to participating retailers where Surf Sweets candies are sold, or by mail to *Surf Sweets Art Contest*, 65 E. Palatine Rd., Ste. 123, Prospect Heights, IL 60070. This year, Surf Sweets is also accepting artwork in the form of hi-resolution jpeg's on its website at www.surfsweets.com and on the [Surf Sweets Facebook page](#).

"Our sponsorship of the *Surf Sweets Art Contest* is right in line with our founding commitment to healthy treats, healthy families, and a healthy planet," 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. "We are thrilled to partner with The Ocean Project again this year to give children an opportunity to celebrate World Oceans Day and to learn more about they can help protect our shared world oceans," he adds.

Winning submissions will be determined by officials at Chicago's Shedd Aquarium. Two prizes will be awarded per age group (5-7, 8-10, 11-13). The first-place prize consists of free framing of winning art; one year's supply of Surf Sweets natural and organic candies; and four tickets to local zoo, aquarium or museum. The second-place prize is one year's supply of Surf Sweets candies.

For more information about the *Surf Sweets Art Contest Celebrating World Oceans Day*, visit www.surfsweets.com. For more information about World Oceans Day, visit 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.

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.

#