



## NEWS

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For Immediate Release

### **Surf Sweets® Donates Percent of Product Sales to Climate Cycle**

*Both Chicago-based concerns are like-minded when it comes to kids and a healthier planet*

WHEELING, IL, January 19, 2011 – [Surf Sweets®](#), the country's leading brand of organically sweetened, totally delicious gummy candies and jelly beans, announced today that it will donate one percent of the sales of its Gummy Bears and Sour Berry Bears Snack Pack multi-packs to Chicago-based [Climate Cycle](#), a not-for-profit that provides curriculum for renewable energy education and raises funds for solar panel installations in Chicago Public Schools.

Surf Sweets is owned and operated by Wheeling, IL-based 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. Its snack pack multi-packs consist of five 0.9-ounce Surf Sweets Gummy Bears or Surf Sweets Sour Berry Bears snack-size packs.

"Surf Sweets shares an affinity with organizations like Climate Cycle because, like us, they're dedicated to kids AND improving the environment," says Bert Cohen, President and Founder of TruSweets, LLC. "We're thrilled to support causes like Climate Cycle that are authentic and relevant to our customers," he adds.

Other eco-focused organizations that Surf Sweets partners with include The Ocean Project, a non-profit dedicated to raising awareness about what we can do to preserve our waterways; and Green Halloween, which helps educate parents and children about creating healthier and more earth-friendly Halloween celebrations.

"We're extremely pleased about our new partnership with Surf Sweets," says Joey Feinstein, Executive Director of Climate Cycle. "Donations from companies like Surf Sweets help us take our fundraising efforts further, and greatly assist in our efforts to ensure Chicago public schoolchildren have the tools they need to become leaders in the clean energy movement."

In addition to its snack pack multi-packs, 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. Suggested retail price is \$1.99.

Surf Sweets uses only the highest quality organic and natural ingredients for its candies, and they're all free of corn syrup, synthetic dyes, artificial flavors and GMOs. All Surf Sweets candies are gluten free; dairy and casein free; allergy friendly, meaning that they contain none of the most common food allergens (wheat, dairy, peanuts, tree nuts, egg, soy, fish, shellfish); and Feingold approved. And all Surf Sweets candies are produced and packaged in a dedicated nut-free facility.

**(More)**

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Unlike some other candy brands, Surf Sweets proudly makes its products in the USA. Most Surf Sweets candies are currently available in mainstream grocery and natural foods stores, online, and at specialty retailers throughout the U.S. and Canada. For more information on store locations, visit <http://www.surfsweets.com/buy.php>.

#### **About Climate Cycle**

The *Climate Cycle 100* event marks the 100-day countdown to the 2011 *Ride to Recharge!* Climate Cycle is the first organization empowering the public to directly support solar on schools through its annual lakefront bike ride, which raises money for additional solar school installations. The non-profit organization is dedicated to reducing global warming and empowering youth to become leaders in an emerging green economy. Working in partnership with Chicago area schools, Climate Cycle fosters proactive climate partnerships among local schools, government and green businesses. To learn more visit <http://www.climatecycle.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 Wheeling, 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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