



CONTACT: Maria Emmer-Aanes, Nature's Path
maria@naturespath.com/604.248.8856
Jessica Vitale, Zeno Group
Jessica.vitale@zenogroup.com/310.566.2285

Eat Well. Do Good.

Nature's Path Organic Foods Launches Marketing Campaign in Toronto

Richmond, BC – With the brandline: "Eat Well. Do Good." and a bold series of boards and posters, Nature's Path Organic Foods' new branding campaign communicates the company's playful and quirky voice along with its commitment to social and environmental responsibility, while offering delicious and healthy organic food.

"As one of the few remaining independent food companies left, we're proud to be family-owned, and we're excited to launch our authentic voice with this new campaign," says Maria Emmer-Aanes, director of marketing for Nature's Path. "Our independent spirit and humanity comes out loud and clear, as well as the fact that we care deeply about helping the earth. We try to maintain a sense of play and joyfulness as we take serious measures to leave the earth better than we found it."

The Toronto campaign targeting organic consumers kicks off September 15th and runs through November. It centers on Nature's Path's best-selling Flax Plus Pumpkin Granola cereal and includes miniboard and posters that will appear in Toronto PATH stations, on trains and in transit shelters and fitness centers.

Product samples with "Buy One - Give One to a friend in need of good cereal" (buy one, get one free) coupons on-package will be handed out by street teams in the spirit of encouraging people to eat well and do good, while giving people a free box of cereal in a sluggish economy. The sample packages and media all direct people to www.eatwelldogood.com, a microsite where people can learn more about what makes Nature's Path unique.

"This campaign puts our money where our mouth is – at Nature's Path we live for healthy, organic, great-tasting foods created in a sustainable way and we like to inspire others along that path," says Maria Emmer-Aanes, director of marketing at Nature's Path. "The campaign gives consumers the opportunity to become familiar with our company and our passions and, even more importantly, try our products for themselves."

Executions include:

- "We've found that social and environmental responsibility go particularly well with milk"
- "Certified by the Ministry of Tastiness and Healthiculture"

- “Does organic make it tastier or does organic make it healthier? We’ll let the experts decide (You.)”
- “An organic cereal company can’t solve climate change, but it can solve cereal change”

There is also a microsite for the campaign (www.eatwelldogood.com).

This is the first such campaign for Nature’s Path, but it may expand to additional cities throughout Canada and the U.S. in the coming months. It was created by egg, a brand communications firm located in Seattle that specializes in sustainable brands and reaching eco-conscious consumers.

Founded in 1985, Nature’s Path Organic Foods is headquartered in Richmond, British Columbia and employs over 300 people at its four facilities in Canada and the United States. The privately held, family-owned company produces breakfast foods and snacks sold in specialty foods stores and retailers in 40 countries around the world. The company’s innovative brands include *Nature’s Path*[®], Flax Plus, *EnviroKidz*[®], Weil by Nature’s Path[™], and *Optimum*[®]. Visit Nature’s Path online at www.naturespath.com.

Did you know?: Nature’s Path recently purchased 2,240 acres of fertile Saskatchewan farmland while partnering with local organic farmers on a cooperative crop-share basis. This represents our latest initiative to increase organic cropland and support family farms.

Editors’ note: Nature’s Path believes that sustainability is where our future lies as a people, a society and a company and we endeavor to minimize our ecological footprint while striving to maintain social, environmental and financial integrity. This means that as a company we do our best to create systems that reduce the unnecessary use of resources. Thus, most of the communication you receive from us will be electronic, but we are happy to send anything you request in hard copy form as well.

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