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news release

FOR IMMEDIATE RELEASE

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Sunkist Hockey Program Scores in Canada with Record Navel Sales *Retail Promotion Moves over 1 Million 10-lb Cartons for First Time in Program's History and 800,000 Giro Bags, a New Offering this Season*

April 2013, Sherman Oaks, California....Sunkist Growers is marking record sales in Canada this year of its specially-themed 10-lb navel cartons and strong results for 4-lb and 8-lb giro bags, offered for the first time this season as part of Sunkist's national hockey program.

The retail-focused program offers consumers the chance to win one of 15 valuable grand prizes--a VIP Sunkist Summer Hockey Camp Experience at the prestigious Okanagan Hockey School. Entrants are also eligible to win one of 105 daily instant win prize packs including Okanagan Hockey School sack packs and water bottles.



“Seedless, sweet and packed with vitamin C, Sunkist® navel oranges are the perfect snack for young athletes, making our hockey promotion a natural fit in Canada,” said Sunkist’s Director of Retail Marketing Julie DeWolf. “The program continues to build momentum among our customers and consumers, and this year’s record sales reflect that excitement.”

“It was such a great feeling to be a winner of such a wonderful prize,” said one of the grand prize winners. “It comes at a very good time for our son, having completed his first year of Junior A hockey, as he will have an opportunity to participate in a renowned hockey camp and travel to BC. This experience will provide him with the training to develop his skills, improve his game, build his confidence, and ultimately to assist him in achieving his goals in hockey.”

The national program, which kicked off January 7 and closes April 21, has attracted over 30,000 entries from every province in Canada. To encourage participation, Sunkist offers consumers multiple ways to enter the sweepstakes including a dedicated website, www.sunkisthockey.com, as

well as two methods of mobile entry. With their cellular phones, consumers can enter by text message or scanning the QR code available on both packaging and point-of-sale (POS) materials.

Sunkist also offered account-specific promotional options to retailers to help build in-store excitement with loyalty card programs and display contests. Eye-catching packaging and POS materials for the promotion included: a headercard, sweepstakes insert, ad slick, 4-lb net bags, 4-lb and 8-lb giro bags and a 10-lb value carton.

After this record-breaking season, Sunkist looks forward to building on this year's success to further its hockey program in 2014.

Photo (left): 10-lb value carton

Photo (right): Giro bag

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