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FOR IMMEDIATE RELEASE

Lindsay Olives Gives Back This Holiday with “Season of Hope” Campaign

Online Giving Campaign Prompts Fans to Help Lindsay Donate \$10,000 for Cancer Research

LAFAYETTE, Calif. (December 6, 2012) – The holidays are upon us and this year Lindsay Olives is helping to raise cancer awareness by launching the “Season of Hope” campaign, which will donate up to \$10,000 to City of Hope, a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. The online campaign, which begins today, allows fans to share a holiday greeting with friends and family. For each message received, Lindsay will donate \$1 to City of Hope. The campaign will run throughout the month of December.

“The Lindsay Olives family gets excited every year about giving back during the holiday season,” said Andal Allison, marketing manager, Lindsay Olives. “This year, we’ve created a campaign that engages our organization and our customers to benefit a cause that is very dear to us.”

Those interested in participating in the “Season of Hope” campaign can visit <http://offers.LindsayOlives.com/Hope>, and send a personal holiday message to friends or family members. Lindsay will donate \$1 for every message received to City of Hope. The goal of the campaign is to raise \$10,000.

“City of Hope is a wonderful organization, focused on not just research, but also treatment and education for cancer, diabetes and other life-threatening diseases,” Allison continued. “We have all been affected by a life threatening disease in one way or another, so we’re honored to partner with such a great organization and help their cause.”

Visitors to the website will also be able to download the Lindsay Olives Holiday Entertaining Guide, which includes holiday focused recipes and tips to make entertaining easy, fun and flavorful during this wonderful time of year.

To be part of the “Season of Hope” campaign, visit <http://offers.LindsayOlives.com/Hope>.

About Lindsay Olives

Lindsay Olives provides a full line of olives, including its delicious, savory California black ripe olives and Naturals Green Ripe olives. Lindsay Olives’ parent company, Bell-Carter Foods, Inc., was established in 1912 in Berkeley, California, and now produces more than 10 million cases of olives annually, making it the largest U.S. table olive processor and the second largest in the world. Fourth generation family owned and a commitment to sustainability and innovation, the company is headquartered in Lafayette, California, and processes olives in Corning, California. Visit Lindsay Olives online at www.LindsayOlives.com. You can also follow Lindsay Olives on Twitter at [@LindsayOlives](https://twitter.com/LindsayOlives) and “like” the company on Facebook at www.Facebook.com/LindsayOlives.

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