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FOR IMMEDIATE RELEASE

Holiday Messages of Hope Raise Money to Fight Disease

Lindsay Olives Donates More than \$10,000 to Non-Profits

LAFAYETTE, Calif. (February 12, 2013) – Lindsay Olives is proud to announce that its “Season of Hope” campaign raised \$10,000 for City of Hope, a leading research, treatment and education center for cancer, diabetes and other life-threatening ailments. The funds were raised with the help of Lindsay Olives’ loyal customers who sent holiday greeting to friends and family through the company’s website. For every hope filled message sent, Lindsay Olives donated \$1 to the charity.

“This was a great way for Lindsay Olives and its customers to help the community during the holiday season,” said Andal Allison, marketing manager for Lindsay Olives. “Partnering with City of Hope meant a lot to our employees and customers who know people living with cancer, diabetes and so many other life-threatening ailments. This was a tangible way for them to help and to give patients more treatment options now and in the future.”

In addition to its donation to City of Hope, Lindsay Olives sponsored Jon Ashton in Challenge Butter’s “Holiday Celebrity Chef Challenge.” Pitted against two other noteworthy chefs, Jon took an impressive runner-up award, which meant \$2,500 was donated to his charity of choice, [Feeding America](#). Feeding America feeds the hungry by securing, storing and distributing food donations through qualified nonprofit charities and food bank programs that feed the hungry.

These holiday initiatives are part of Lindsay Olives’ on-going commitment to the communities it serves with its products. The company encourages its employees to volunteer for projects and sponsors community events throughout the year that help children, families and the environment as part of its quest to “Savor Olive Life.”

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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