



## **Musselman's Apple Sauce and the National Breast Cancer Foundation Join Forces Once Again to Celebrate Families and Fight Breast Cancer**

*Musselman's Celebrate Family Sweepstakes Includes a Grand Prize and  
Weekly Gift Certificate Winners, and Donates \$1 Per Entry and  
for Every Facebook "Like" to the National Breast Cancer Foundation*

Peach Glen, PA, September 23, 2013 –Today, in honor of families everywhere, Musselman's Apple Sauce and the National Breast Cancer Foundation (NBCF) announce the launch of the [Musselman's Celebrate Family Sweepstakes](#), a campaign to support the fight against breast cancer, keep families healthy and create ways for families to enjoy time together and bond.

Keeping families healthy is a key component of Musselman's mission, and donating to and working with NBCF is a major element in that strategy. Throughout the campaign, from now to December 9, 2013, Musselman's will support NBCF by donating \$1 for every new sweepstakes entry it receives, plus another \$1 for every new "like" on the Musselman's Apple Sauce Facebook page, with a donation goal of \$50,000.

The first four weeks of the *Celebrate Family Sweepstakes* run from today through October 14, and features a grand prize trip to the [Musselman's Apple Sauce Family Skating Tribute](#), a family-themed ice-skating and music extravaganza that takes place on November 3 at the new [Pegula Ice Arena](#) at Penn State University. Hosted by champion figure skaters Kristi Yamaguchi and Michael Weiss, the star-studded event features a live performance by country music legend Sara Evans, as well as skating performances by many champion and Olympian skaters with their children.

In addition to four tickets to the show, the winning family will receive round trip airfare, two nights lodging and admission to the dress rehearsal for the event, including a cast meet and greet and access to the post-show VIP reception.

Families can enter the sweepstakes weekly by participating in Musselman's scavenger hunt, an online game that prompts participants to find facts about Musselman's and its partners as they learn about healthy eating and family fitness. Musselman's will post a new scavenger hunt question each week on the [Musselman's Celebrate Family Sweepstakes](#) microsite. For every entry submitted, Musselman's will give \$1 to the NBCF.

Weeks five through twelve of the *Celebrate Family Sweepstakes* feature a weekly chance to win a \$100 gift certificate from Amazon. It starts on October 15 and runs through December 9. Again, families can enter by participating in the weekly scavenger hunt question, and Musselman's will continue to support NBCF by donating \$1 for each entry and \$1 for each new "like" on Facebook.

"We're thrilled to be able to continue our partnership with NBCF through this year's *Celebrate Family Sweepstakes*," said Bob Fisher, Vice President of Marketing at Knouse Foods. "We're proud to be able to support the NBCF — their work clearly makes a meaningful difference in the lives of our mothers, daughters, friends and co-workers with access to educational information, early breast cancer detection, and breast cancer research programs."

"The money raised from the Musselman's Celebrate Family campaign allows NBCF to save lives by providing free mammograms for those in need and patient navigation services to ensure that all women have access to early detection resources. We sincerely thank Musselman's for their loyal and continuous support," said Janelle Hail, Founder/CEO, National Breast Cancer Foundation. said Janelle Hail, Founder/CEO, National Breast Cancer Foundation.

A variety of Musselman's corporate and celebrity partners are participating in the promotion of the campaign, including Disson Skating, Sara Evans and Penn State. To learn more about Musselman's *Celebrate Family Sweepstakes*, visit [www.family.musselmans.com](http://www.family.musselmans.com).

#### **About Knouse Foods and Musselman's**

Musselman's is one of the leading brands of Knouse Foods, an established grower-owned, fruit processing cooperative with more than 60 years of history providing the best fruit products. For more information, visit [www.musselmans.com](http://www.musselmans.com).

#### **About the National Breast Cancer Foundation, Inc.(R)**

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating since 2003, NBCF provides women help for today and hope for tomorrow through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF](#) online support community, and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).