



Musselman's Apple Sauce Helps Families Stay Healthy and Joins the National Breast Cancer Foundation to Fight Breast Cancer

Musselman's Growing A Healthy Family Sweepstakes Features A Grand Prize and Weekly Gift Card Winners. For Every Product Sold With "Pink-Ribbon" Packaging, Musselman's Makes A Donation To The National Breast Cancer Foundation.

Peach Glen, PA, August 20, 2014 – In honor of families everywhere, Musselman's Apple Sauce announces the launch of [Musselman's Growing A Healthy Family Sweepstakes](#), a campaign to help families make healthy choices and enjoy time together in a fast-paced world with competing demands. In addition, Musselman's is releasing a product line with "pink-ribbon" packaging to raise money for the company's long-time partner, the National Breast Cancer Foundation (NBCF).

Providing healthy snack and meal options is a prime goal of Musselman's, and donating to and working with NBCF is key to helping families, many of whom are touched by breast cancer. From now through December, Musselman's will donate money to NBCF every time a product with the signature "pink-ribbon" packaging is purchased in stores. Customers can look for ["pink-ribbon" packaging](#) on select apple sauce and apple juice products— and help Musselman's reach its goal to donate \$65,000 to NBCF.

The first four weeks of the *Growing a Healthy Family Sweepstakes* run from August 19 through September 15, and feature 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 October 19 at the [Pegula Ice Arena](#) at Penn State University. Hosted by champion figure skaters Kristi Yamaguchi and Michael Weiss, the star-studded event features a live musical performance by Grammy-award winner Amy Grant, during which champion and Olympian skaters perform skating routines with their children.

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

Families can enter the sweepstakes weekly by responding to a question posted on [Musselman's Growing a Healthy Family Sweepstakes website](#). Each week, the question will focus on a different theme —back-to-school, healthy party recipes, stress reduction, family fitness — and participants will select the option that best describes their family.

Weeks five through twelve of the *Growing a Healthy Family Sweepstakes* feature a weekly chance to win a \$100 gift certificate from Amazon. It starts on September 16 and runs through November 3. Again, families can enter by responding to the weekly sweepstakes question.

“Helping parents and kids find ways to stay healthy and spend time together is a key goal of Musselman’s,” said Bob Fisher, the vice president of marketing at Knouse Foods. “We’re proud to support families through the sweepstakes and to help NBCF make a meaningful difference in the lives of people everywhere touched by breast cancer.”

“Breast cancer is the second leading cause of death among women in the United States, and early detection is key to reversing this alarming trend,” said Janelle Hail, the founder/CEO of the National Breast Cancer Foundation. “The money raised by Musselman’s will provide help and inspire hope in those affected by breast cancer through early detection, education, and support services. We sincerely thank everyone at Musselman’s for their continued loyalty and support.”

A variety of Musselman’s corporate and celebrity partners are participating in the promotion of the campaign, including Disson Skating, Amy Grant, Penn State, and Musselman’s family of bloggers. To learn more about Musselman’s *Growing a Healthy Family Sweepstakes*, visit 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.

About the National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation’s (NBCF) mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator’s highest 4-star rating for ten years, NBCF provides women Help for Today...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.