

Official Press Release



The EDY'S Fruit Bar Brand Digs In For Another Year Of "Communities Take Root"

Organizations across the United States compete to win fruit orchards for their communities -

OAKLAND, Calif. – The Edy's Fruit Bars* brand isn't just committed to real fruit flavor, it is also committed to revitalizing one of our most precious resources: fruit trees. In 2010, Fruit Bars introduced Communities Take Root, an annual program to provide a source of fresh fruit by planting fruit tree orchards in deserving communities throughout the United States. Beginning April 15, Edy's Fruit Bars is inviting people across the United States to cast their vote to help twenty more communities blossom, one orchard at a time.

"Edy's is passionate about helping neighborhoods become greener, healthier and of course, sweeter. Last year, tens of thousands of people voted at www.CommunitiesTakeRoot.com to help select which 25 neighborhoods would receive a public orchard. After the votes were tallied, "It was amazing to witness people from all walks of life coming together in each community to help plant the fruit trees," says Jia Li, Fruit Bars Associate Brand Manager.

"Receiving an orchard through the Communities Take Root program has opened our community's eyes to how we can affect change and impact lives for generations to come," says Dan Albert, CEO of the Southside Virginia Family YMCA.

Voting for "Communities Take Root" will run on or about April 15 – August 31, 2011. Visit www.CommunitiesTakeRoot.com to read the inspiring nominations and cast your vote. The communities with the most votes will receive a fruit tree orchard, which will be planted in partnership with the Fruit Tree Planting Foundation, a non-profit organization dedicated to planting fruit trees to support healthy nutrition worldwide.

Five winning neighborhoods will be announced each month from June through September, 2011; with a total of 20 new orchards planted.

*Marketed as Dreyer's Fruit Bars in the Western states.