

## **For Immediate Release**

### **Canadians encouraged to 'Tweet' for charity July 29<sup>th</sup>**

**Toronto, ON (July XX, 2009)** – Next Wednesday Canadians are encouraged to go online and share tips for finding and preparing real, local foods in an effort to raise money for Evergreen, a national charity that makes cities more livable.

For one day, July 29<sup>th</sup>, Hellmann's Real Mayonnaise is increasing the donation made to Evergreen to one dollar each time someone tags their tips with the term *#realfood*. This is part of a Summer-long initiative seeing twenty-five cents donated to Evergreen for every use of *#realfood* (up to a maximum of \$25,000 before September 30<sup>th</sup>).

"We're excited to give Canadians the opportunity to contribute to Evergreen without having to open their own wallets," says Ian Busch, brand manager for Hellmann's. "This is part of a summer-long initiative to try to raise money for Evergreen and their local food and community gardening programs across Canada."

Those not using Twitter can also trigger a donation wherever they spend time online. Canadians can use Facebook, their personal web log, or even the comment section of their favourite food blog, and each time someone uses the *#realfood* tag on July 29<sup>th</sup>, another dollar will be donated to Evergreen until the maximum donation has been achieved.

"Hellmann's contribution will support Evergreen's mission to bring people and nature together for the benefit of both through greening projects, such as community gardening, in neighbourhoods across Canada," says Geoff Cape, executive director for Evergreen.

#### About Hellmann's:

Hellmann's has made a commitment to shorten the distance from the field to the table by encouraging Canadians to buy local fresh food. Hellmann's Real Mayonnaise is made using real, simple ingredients sourced from Canadian suppliers. For more information please visit [eatrealeatlocal.ca](http://eatrealeatlocal.ca).

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About Evergreen:

Evergreen is a not-for-profit organization that makes cities more livable. By deepening the connection between people and nature, and empowering Canadians to take a hands-on approach to improving their urban environments, Evergreen is improving the health of our cities - now and for the future. For more information please visit [www.evergreen.ca](http://www.evergreen.ca).

-30-

For more information about the *Real Food Survey* or to arrange an interview, please contact:

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