



**FOR IMMEDIATE RELEASE**

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## **MAMAS FOR MAMAS & SUNRYPE PROVIDE NOURISHING PRODUCTS TO STRUGGLING FAMILIES**

SunRype Offers Healthy Snacks Through Mamas For Mamas'  
Sustainable Nourishment Program

**KELOWNA, BC (June 19, 2018)** – Sun-Rype Products Ltd. (“SunRype” or the “Company”), a manufacturer and marketer of healthy food and beverage products, today announced that they have partnered with Mamas for Mamas charitable organization. Over the next 12 months, SunRype will provide Mamas for Mamas, through their *Sustainable Nourishment Program*, SunRype Good Bites, and 1 L containers of SunRype Pure Apple Juice. Throughout the month of June and July, SunRype will also offer Mamas for Mamas a portion of the Good Bites sales across Canada.

Mamas for Mamas is a national charitable organization with 33 chapters across Canada and over 35,000 members. It supports mothers in crisis, and provides ongoing support to low income mothers and their children. Mamas for Mamas assist parents who need help navigating eligible resources – food sources, affordable housing, education, and applying for social supports. They offer a Karma Market where mothers and kids can access clothing, shoes, seasonal wear, formula, diapers, baby furniture and gear. The Mamas for Mamas’ Sustainable Nourishment Program provides at risk families in the Okanagan and around BC with fresh and wholesome food with the goal of reducing the impact that poverty has on these families. Plans are underway to expand this program nationwide.

“We are thrilled to partner with SunRype through our Sustainable Nourishment Program. SunRype is providing our members with great tasting, and healthy products that both our Mamas and their kids can enjoy,” said Shannon Christensen, Founder & Executive Director, Mamas for Mamas. “Our partnership with SunRype is just one of the many approaches that Mamas for Mamas is taking to be able to provide our members with the resources they need.”

SunRype grew out of the fresh fruit business in the Okanagan Valley and is best known for its 100

per cent pure, not from concentrate, apple juice, as well as Fruit to Go, and FruitSource - 100% fruit snacks. Good Bites is SunRype's newest product - made with dates, coconut, seeds, seed butter, and chocolate. They are gluten-free, nut-free and vegan, with no artificial colours or flavours, and are available in two varieties: Chocolate Macaroon and Chocolate Chip.

"For over 70 year SunRype has continued to evolve as a company, and we have innovated to meet the changing need of Canadians," said Barb Broder Consumer Communications Manager, Sun-Rype Products Ltd. "Our vision is to help families live healthier and happier lives, and SunRype understands the importance of community and giving back. Families and community are at the heart of SunRype, and our partnership with Mamas for Mamas addresses the changing landscape for struggling families across Canada."

### **About SunRype**

Sun-Rype Products Ltd., based in Kelowna, BC, is a manufacturer and marketer of food and beverage products. For more information on SunRype visit [www.sunrype.com](http://www.sunrype.com).

### **About Mamas For Mamas**

Mamas for Mamas is a registered charitable organization that supports low income families, helping them to overcome the impact of poverty and a lack of basic resources. They address issues around food insecurity and basic human requirements, homelessness prevention and intervention, mental health challenges, child welfare concerns and any other barriers that prevent these families from ending the cycle of poverty and related trauma. Mamas for Mamas has connected with over 15,000 families in the Okanagan area and close to 35,000 mamas across Canada to offer a safe platform in which they can comfortably ask for help. For more information on Mamas for Mamas visit [www.mamasformamas.ca](http://www.mamasformamas.ca)

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