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## **SILK GREEN CAPS FOR A GREENER WORLD HELPS CONSUMERS RAISE FUNDS FOR A GREEN CAUSE**

***Brand to make donations that support American farmers and clean wind energy on behalf of consumers who purchase Silk***

**Broomfield, Colo. (April 29, 2010)** — More and more people are looking for simple ways to help make the world a healthier place. But often the pressure and bustle of day-to-day life can make it seem overwhelming to seek out and implement the small changes that can make a big difference.

Now, for the third year, Silk Soymilk's **Green Caps for a Greener World** program provides people with an opportunity to support clean wind energy or American family farmers, simply by entering the UPC bar code from any 32oz or 64oz carton of Silk Soymilk. Designed to convert the purchase of Silk Soymilk into increased funding for wind energy or farmers, the Green Caps for a Greener World program furthers Silk's long legacy of environmental responsibility and gives people an easy way to make a real difference.

### **Here's how it works:**

1. Purchase any green-capped Silk Soymilk product
2. Enter the product's UPC number at [SilkSoymilk.com](http://SilkSoymilk.com)
3. For each UPC number entered, Silk will donate .33 cents to the organization of the consumer's choice – either Farm Aid or the Bonneville Environmental Foundation, a nonprofit partner that funds the expansion of wind energy.

Wind farms help grow America's green power grid by replacing the power produced from burning fossil fuels like coal and natural gas with clean, renewable power created using wind turbines. Wind power is an inexhaustible, pollution-free power source that generates electricity with far less waste or natural resource depletion than fossil fuel combustion.

"Our eight-plus year partnership with Silk has helped us reach and educate hundreds of thousands of people about the benefits of wind energy," said Patrick Nye, Vice President of the Climate Business Group for the Bonneville Environmental Foundation. "The consumer response and participation we've seen in the past for Green Caps for Green Energy has gone above and beyond our expectations and helped us fund wind farms across the country."

Contributions to Farm Aid will help the organization continue its mission of building a vibrant family farm-centered system of agriculture in America. Farm Aid helps family farmers thrive, expands the reach of the Good Food Movement, takes action to change the dominant system of industrial agriculture and promotes food from family farms.

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“Farm Aid appreciates this opportunity for Silk customers to show their commitment to family farming in America,” said Glenda Yoder, Associate Director for Farm Aid. “Silk’s ongoing support of our organization has benefited our work to keep America’s family farmers on the land.”

In addition to funding wind energy and family farming, through July 31, consumers who enter Green Caps UPCs online will be automatically entered for a chance to win a Green Life Makeover, including a \$25,000 Eco-Option Home Depot gift card and a \$15,000 smartfortwo vehicle.

To minimize its own carbon footprint, Silk offsets 100 percent of the electricity used in the production of its products by purchasing wind energy, a pollution-free, clean power source. In fact, since 2003, Silk’s renewable energy purchases equate to taking 31,997 cars off the road or planting 1,588 acres of trees annually.

#### **ABOUT SILK**

Silk Soymilk was launched in 1996 and is the best-selling soymilk brand in the country. Not only do Silk products taste delicious, a cup of Silk soymilk contains as much calcium as a cup of milk and is loaded with soy protein, which when consumed as a part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease.<sup>1</sup> Silk was founded on a promise to make the world a healthier place. We began by bringing soymilk mainstream, allowing more people everywhere to enjoy soy’s wholesome, natural nutrition. We recently introduced almondmilk as the next step in our proud tradition of good health and great taste. For more information, visit [www.silksoymilk.com](http://www.silksoymilk.com) or [www.silkpurealmond.com](http://www.silkpurealmond.com).

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<sup>1</sup> In 1999 the FDA issued a health claim for soy and its role in promoting cardiovascular health. Food and Drug Administration. Food labeling, health claims, soy protein, and coronary heart disease. *Fed Reg* 1999;57:699-733.