

News Release

For Immediate Release

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Luna & Larry's Coconut Bliss® to Host “A Night of Bliss” Celebration to Benefit Local Organizations

EUGENE, Ore., October 30, 2009 – On Saturday, November 7, from 5:00 pm to 9:00 pm, Luna & Larry's Coconut Bliss® will be hosting “A Night of Bliss,” a benefit event for four local community organizations at the Eugene Waldorf School. The event will include an “endless sundae bar” featuring Coconut Bliss® personally scooped by founders Luna Marcus and Larry Kaplowitz, with a variety of sumptuous toppings provided by other local organic food producers. Music will be provided by Jaya Lakshmi and Friends, and there will be snacks and beverages and door prizes. The suggested donation is \$5-25 for individuals, and \$15-50 for families. 100% of proceeds will go to the community organizations.

The organizations benefiting from this event include Lost Valley Educational Center, the South Eugene High School Drama Department, Huertos de la Familia, and the Eugene Waldorf School. “We are enormously grateful for the tremendous support we've received here in Eugene since we started our business back in 2005,” said Marcus. “and we're excited to give back to the community.”

The Eugene event is part of a nationwide celebration that will be happening simultaneously in 50 locations around the country. Over the last month, Coconut Bliss® held a contest, inviting entrants to submit a creative work relating to Coconut Bliss®, and 50 winners were chosen to receive “Night of Bliss” kits containing everything they

need to put on a great party. The winning entries, including poems, videos, songs, and visual images, can be viewed on the Coconut Bliss® website (www.coconutbliss.com) and at www.Anightofbliss.com

About Luna & Larry's Coconut Bliss

Available nationwide, and soon in Canada, award-winning Coconut Bliss® is made from a base of naturally rich, cholesterol-free coconut milk and agave syrup, a natural low-glycemic sweetener. USDA-certified organic, 100 percent vegan, and made with certified fair trade ingredients, Coconut Bliss® is a healthier alternative to dairy- and soy-based frozen desserts that is on a par with super premium ice creams.

The full story of Luna & Larry's Coconut Bliss®, including nutritional information and a complete store list can be found on their website at www.coconutbliss.com.

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