



# Lindsay Brand Launches Holiday Donation Campaign

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*Specialty Condiment Leader Encourages Consumers to Help Raise \$10,000 for Charity*

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Lindsay, a leading specialty condiment brand and largest table olive producer, today announced the launch of its 2013 holiday sharing campaign – a charitable social media campaign aimed at raising \$10,000 for two local food banks in Northern California.

From today, December 9, 2013 through December 20, 2013, the company will unveil one new tip or idea each day on its [Facebook page](#) to help consumers enjoy a stress-free holiday season. Each LIKE or SHARE earned by the social media posts will result in a \$1 donation from Lindsay to two Northern California food banks. This year, the beneficiaries of the Lindsay holiday sharing campaign are the Contra Costa & Solano County Food Bank and the North State Food Bank. Lindsay employees will also donate their time at each food bank to champion their cause of fighting hunger and giving back to the local communities.

“Each year our entire company looks forward to giving back during the holiday season,” said Andal Allison, marketing manager for Lindsay. “Our company is so family-oriented; it means a lot to be able to donate not just funds, but also our time, to those in our own communities.”

The food banks were selected as beneficiaries after a company-wide poll. The Lindsay executive team asked employees which charitable organizations are near and dear to their hearts. There was an overwhelming response to support to the fight against hunger.

Additionally, the company is working toward building long-term relationships with each food bank to support organizational needs year ‘round.

To find more information about the holiday campaign or the Lindsay brand, visit <http://www.LindsayOlives.com>. You can also “Like” the Lindsay brand on Facebook at [Facebook.com/LindsayOlives](https://www.facebook.com/LindsayOlives) or “Follow” the company on Twitter at [Twitter.com/lindsayolives](https://twitter.com/lindsayolives).

## About Lindsay

Lindsay is a leading specialty condiment brand and the largest table olive producer the U.S., second largest in the world. The company provides full lines of olives and jarred specialty peppers, including its delicious, savory California black ripe olives, Naturals Green Ripe olives, Sliced Golden Greek Pepperoncini and Sliced Sweet Banana Peppers. The parent company to the Lindsay brand, Bell-Carter Foods, Inc., was established in 1912 in Berkeley, California, and is a fourth generation family owned and operated business. Lindsay has deep roots in California's environment and agricultural industry. From the beginning, the company has been focused on providing its customers with the best products possible, at the highest quality available, while working to reduce the production facility's carbon footprint. Bell-Carter Foods and the Lindsay brand are headquartered in Lafayette, California and operate its processing plant in Corning, California.

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