NEWS RELEASE

Hidden Valley® Ranch Encourages Canadians to "Plant a Row • Grow a Row" for Neighbours in Need

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MORE THAN 225,000 SEED PACKETS TO BE DELIVERED THROUGH UNIQUE GRASSROOTS PARTNERSHIP THAT SHARES HARVEST WITH OTHERS

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Toronto, ON (March 20, 2010) - Grow a Garden. Build Community. That's the message the makers of Hidden Valley® The Original Ranch® dressings and Plant a Row • Grow a Row - a grassroots initiative that helps gardeners share their harvests with those less fortunate - are sending to Canadians this spring with a unique partnership that will help put fresh, locally-grown produce into the hands of our neighbors in need.

From May to September, Canadians are encouraged to plant and grow an extra row of veggies and donate the harvest to a local food bank. To help get the gardens growing, the makers of Hidden Valley dressings will distribute 225,000 lettuce seed packets across Canada providing the opportunity for Canadians to grow fresh produce donations for those in need.

"The sharing of food - not to mention furthering the love of salads - is at the core of Hidden Valley Ranch's history and values," said Soula Kioussis, Director of Marketing at Hidden Valley. "There are so many benefits to creating and cultivating a garden - from spending time with family and friends to saving money and sharing the harvest with those less fortunate. We can't forget about taste either -- the best- tasting lettuce is fresh from your own garden."

Fresh, locally grown food - a luxury for many

For thousands of Canadian families, fresh food is a luxury and often in short supply at local food banks. Yet a handful of seeds and some space in the garden - whether in the backyard, in containers, or a community plot - can provide Canadians with the perfect opportunity to feed their own families while sharing with others.

"So much of the joy of growing a garden comes from sharing and enjoying your harvest with others - and that's what Plant a Row • Grow a Row is all about." Says Susan Antler, Program Director of Plant a Row • Grow a Row. "We hope that by partnering with the makers of Hidden Valley Ranch dressings, we'll be able to inspire even more folks to get veggie-gardening this summer and ultimately get more fresh produce into the homes and bellies of those in need."

Hidden Valley Ranch - a history of sharing wholesome food

The common principle of sharing food with others makes the partnership between Hidden Valley and Plant a Row " Grow a Row particularly fitting. Hidden Valley Ranch began in 1954 when a young rancher stumbled upon 120 acres of sprawling land nestled in the mountains just outside of Santa Barbara, California. He bought the land, named it Hidden Valley Ranch - and it was here that the dressing was born.

Folks came to enjoy the great outdoors during the day and to share wholesome, home-cooked meals at night, but what kept visitors coming back was the delicious salad dressing with a special blend of dry herbs and spices and buttermilk served over fresh produce harvested at the ranch. The dressing was so popular it soon became the only dressing served.

Today, Hidden Valley Ranch is still considered the original Ranch dressing - and is still the perfect accompaniment to a fresh garden salad!

About Plant a Row • Grow a Row

Plant a Row • Grow a Row builds on the long-standing tradition of gardeners loving to share their harvest with others. The program, which has its roots in many communities in North America, launched nationally in the Year 2000 thanks to a joint partnership between Food Banks of Canada, the Garden Writers Association and the Compost Council of Canada. Relying on the passion of volunteers and the reality that once the harvest comes in there are always extras, Plant a Row • Grow a Row combines the passion of gardening ---and in particular, the ever-growing interest in veggie gardening---and the importance of sharing food with neighbours-in-need to create local connections that are helping make our communities and neighbourhoods stronger. **www.growarow.org**.

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