



**GO
ORGANIC!**
for earth day

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USE YOUR iPhone TO GO ORGANIC! FOR EARTH DAY

Minneapolis, April 14, 2009 – Finding out how to go organic for Earth Day is right at your fingertips, thanks to Go Organic! for Earth Day, the major national collaboration of the Organic Trade Association (OTA), (www.ota.com), Earth Day Network (www.earthday.net), and MusicMatters (www.musicmatters.net).

“Go Organic! for Earth Day’s new iPhone application offers everything consumers need to go organic for Earth Day this April 22nd,” said Christine Bushway, Executive Director of the OTA.

“Consumers can download the application for FREE and just enter their zip code to get a list of nearby stores where they can pick up free coupon books full of savings on favorite items from CLIF Bar, Van’s, R.W. Knudsen Family and other leading organic brands,” explained Michael Martin, Prez, MusicMatters. “Each coupon book is more than a \$12 value!”

“The iPhone Application also provides a complete, up-to-date list of events consumers can participate in during Earth Day on April 22,” said Sean Miller, Director of Education at Earth Day Network. “It’s easier than ever for consumers to make a difference this Earth Day.”

Leading national retailers in ten major markets are participating in “Go Organic! for Earth Day,” which is now in its fifth year. In the west, retailers include: Ralph’s in Los Angeles; King Soopers and City Market in Denver; Kroger, Brookshire’s and Market Street in Dallas-Ft. Worth; and Fry’s in Phoenix. In the southern states, participating retailers include: Kroger in Atlanta, Publix in Miami and Tampa, and Nutrition S’Mart in Tampa. In the midwest and east, participating stores include Kroger in Cincinnati and Detroit, and ShopRite in the New York-New Jersey metro area.

For information about nearby stores giving out Go Organic! for Earth Day coupon books and Earth Day events, enter your zip code on the new iPhone application, or visit the Go Organic! for Earth Day website at www.OrganicEarthDay.org.

MusicMatters is an experiential marketing agency whose mission is to create meaningful and educational interactions that influence individual and community behavior, inspire quantified environmental and social change and increase the awareness and sales for our partners. MusicMatters is headquartered in Minneapolis with an enthusiastic team of Brand Activists™ in every major market. Visit us at www.musicmatters.net.

The Organic Trade Association (OTA) is the membership-based business association for organic agriculture and products in North America. Its 1,600 members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others. OTA's mission is to promote and protect the growth of organic trade to benefit the environment, farmers, the public and the economy. OTA offers several sources of information online including www.HowToGoOrganic.com, which is especially for farms and other businesses interested in offering organic products.

Earth Day Network, www.earthday.net, seeks to grow and diversify the environmental movement worldwide, and to mobilize it as the most effective vehicle for promoting a healthy, sustainable planet. It pursues these goals through education, politics, cultural events, and consumer activism. Earth Day Network has a global reach with a network of more than 17,000 partners and organizations in 174 countries. More than 1 billion people participate in Earth Day activities, making it the largest secular civic event in the world.

MEDIA: Interviews, iPhone photos, and Go Organic! logo are available upon request. Contact sue@mcgov.com.

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