



**Naturally
Nora.**

1.888.868.NORA

FOR IMMEDIATE RELEASE

Contact: Jennifer Lea Cohan

917.549.7574 jennifer@savorypr.com

Bake Great Schools
WITH NATURALLY NORA®

Princeton, NJ – October 13, 2008 – Naturally Nora, Inc., announces its support of schools with the launch of their “Bake Great Schools” program. Participating parent organizations will receive donations of Naturally Nora products to create and sell delicious, all-natural cakes and cupcakes at school fundraisers.

Program Overview

- *Eligibility:* Any tax-exempt PTO/school organization that wants to prepare and sell cake for a school fundraiser
- *Donation:* Mixes to make 48 frosted cupcakes (2 cake + 2 frosting mixes); small signs for placing with the cakes or cupcakes identifying the product varieties are provided
- *Contact:* Prospective participants should contact Naturally Nora at 1.888.868.NORA or schools@naturallynora.com. One donation per PTO, per school year



“As a parent I understand the importance of having an active role in children’s schools and recognize how much time, energy and money that takes. The Bake Great Schools program supports parents in their fundraising efforts and blends beautifully with Naturally Nora’s mission of offering wholesome, all-natural desserts you can feel good about serving,” says Nora Schultz, Co-Founder and President.

Naturally Nora products are made entirely from all-natural ingredients and do not contain any artificial flavors, colors, preservatives, or hydrogenated oils. Additionally, they do not contain dairy or soy ingredients (one or the other is added during preparation). All varieties are Kosher pareve. The line consists of five cake and four frosting varieties including *Sunny Yellow*®, *Cheerful Chocolate*®, *Alot’a Dots* (yellow cake with fun bits of color), *Cookie Cookie* (yellow cake with bits of chocolate cookie), and *Surprising Stars* (yellow cake with chocolate cookie stars).

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Naturally Nora, Inc. was founded to fulfill the needs of ingredients-conscious consumers seeking convenient and wholesome desserts to serve their families and friends. As an active, health-conscious mother, Nora Schultz experienced this need first-hand. She resolved to bring all-natural innovation to the marketplace, experimenting in her home kitchen and applying her knowledge and experience culled from running several businesses for the Campbell Soup Company. Inspired by Nora’s vision and always appreciative of a good slice of cake, her partner Steven joined in the quest to bring you desserts you can feel good about. For more information, visit www.naturallynora.com.