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**Naturally  
Nora®**

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## **Naturally Nora® Bakes for Hope!**

Princeton, NJ – April 2010 – Naturally Nora is the first national sponsor of Bake for Hope, a volunteer-run organization that conducts bake sales to raise money to fund the search for a cure and increase awareness of breast cancer. As a leading provider of all natural baking mixes, Naturally Nora was selected by Bake for Hope to provide cake and frosting mixes to the 200 bake sales that will take place at locations throughout the U.S. during the week before Mother's Day (May 2<sup>nd</sup> - May 8th). All proceeds from the bake sales will go to local Susan G. Komen for the Cure affiliates providing treatment for breast cancer patients and funding for cancer research.



Nora Schultz, the founder of Naturally Nora, is former food company executive and mother who saw the need for better for you baking mixes. Disheartened by the artificial ingredients used by “Big Food” companies in their products, she decided to offer families healthier dessert options.

“We are thrilled to support Bake for Hope and look forward to helping moms celebrate Mothers’ Day all over the country. Baking is great family time and homemade, natural foods are key to living a healthier lifestyle. We are delighted to provide moms and kids with our natural baking mixes so that they can enjoy their shared experience and know their bake sales will be healthier,” says Schultz.

### **A FEW FACTS ABOUT NATURALLY NORA**

#### **No Transfats and no Artificial Ingredients**

A simple label comparison says it all: *Naturally Nora Sunny Yellow Cake Mix* contains only **8 ingredients** while *Betty Crocker® Super Moist® Yellow Cake Mix* contains a whopping **17!**

#### **Better-for-You Baking is Catching On**

Today’s health-conscious families, who stopped using traditional baking mixes because of the widespread use of artificial ingredients, are embracing the line of mixes. They love the convenience and quality of Naturally Nora products, and they are inspired by Nora – a mom who envisioned a better solution and made it happen.

### **A FEW FACTS ABOUT BAKE FOR HOPE**

#### **Bake Sales are Growing**

Bake for Hope is in its second year of hosting bake sales. The organization launched with 70 bake sales last year and has already grown to 200 sales in over 30 states.

#### **Volunteers are the Key**

Volunteers can choose to bake, sell or organize bake sales in their local area – making it easy for anyone to join and donate their time.