Project 7 Introduces Two New Gum Flavors Supporting Two Additional Causes at the Winter Fancy Food Show 2013

Project 7 – Booth #1088, Moscone Center, San Francisco, January 20-22, 2013

COSTA MESA, CA **January 20-22, 2013** – Project 7 (http://www.project7.com), is excited to be introducing two new gum flavors supporting two additional causes – *HOUSE the Homeless* **Fruitacular** gum and *TEACH them Well* **Wintery Green** gum – at the Winter Fancy Food Show at Moscone Center, San Francisco, Booth #1088.

With the addition of *HOUSE the Homeless* Fruitacular gum and *TEACH them Well* Wintery Green gum and mints, Project 7 **will now have four options for conscientious consumers to give back and do good at the checkout counter**. Project 7's other tried and true favorites include *SAVE the Earth* Fresh Mint gum and mints and *FEED the Hungry* Peppermint Vanilla gum and mints.

To date, Project 7's FEED the Hungry gum is the only national brand product that is supporting hunger in America 365 days a year – this has never been done before.

At the Winter Fancy Food Show, Project 7 seeks to open up more doors and to continue building partnerships that will enable consumers to give back to their local communities through their everyday purchases. For every purchase of a Project 7 product, good is done in seven areas of need in the United States and globally - *Feed the Hungry™, Heal the Sick™, Hope for Peace™, House the Homeless™, Save the Earth™, Quench the Thirsty™* and *Teach them Well™*. The products include mints, gum, coffee, water and tees and are distributed nationally in over 7,000 stores from coffee shops and bookstores to mass retailers including Wal-Mart and Target.

Started in 2008 by Tyler Merrick, **Project 7** is a consumer goods company that was built to harness the power of consumption in order to make an impact in our communities with simple everyday purchases. Tyler believed in building a brand about others and sought to give people a high quality product at a competitive price and one that gives back at the same time. Since its inception, Project 7 has never missed a give back.

For more information about Project 7, please contact Heather Patt DeBoer at 917.783.2324 or heather@ihpr.us