

PRESS RELEASE

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HONEY SMOKED FISH COMPANY GIVES THE GIFT OF A MEAL TO 10,000 RESCUE ANIMALS IN NEED

*Support for nonprofit GreaterGood.org will provide an estimated one
million
meals to animals groups across metro Denver*

DENVER - September 23, 2016 - Honey Smoked Fish Company has teamed up with Rescue Bank, a Signature Program of national nonprofit GreaterGood.org, and CBS EcoMedia's WellnessAd program to provide one million meals for pets with animal shelters and rescue groups across the metro Denver area.

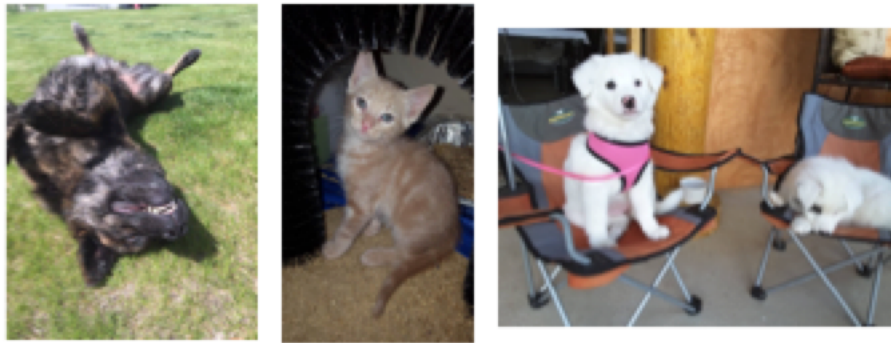
Rescues and animals shelters provide a critical service to the community. By caring for homeless dogs and cats and placing them into forever homes, they keep these animals off the street. And yet, food is one of the biggest costs for any rescue. That's why Honey Smoked Fish is supporting Rescue Bank, which operates on the national food bank model and manages food donations from brand name manufacturers, distributors and retailers.

The contribution from Honey Smoked Fish will help distribute approximately 225,000 pounds of pet food - or one million meals - benefiting as many as 10,000 rescue pets. The donated pet food will be offered to more than 20 animal welfare groups in the metro Denver area. In addition, Honey Smoked Fish is providing funding for material handling equipment for Rescue Bank's regional distributor, which will improve the efficiency and capacity of distribution operations for animal groups across the state. Funding was generated through CBS EcoMedia's WellnessAd program.

Today, Honey Smoked Fish representatives visited Rescue Bank's regional distribution center to meet local animal groups who are picking up donated pet food. The donated pet food will help groups such as [Circle 2 Rescue](#), a Denver-based non-

(More)

profit 501c3 rescue organization dedicated to helping animals in need. The donation will allow the organization to allocate its limited budget to funding items such as veterinary care, routine vaccinations, spaying and neutering, as well as microchip



placement.

A few of the animals that will be impacted by the donation (credit: Circle 2 Rescue)

“We know that food is one of the most vital needs that community-based animal rescues and shelters have,” said Elizabeth Asher, Executive Director of Rescue Bank. “Through this generous donation, we will be able to continue our mission of delivering pet food to impactful rescue groups in the Denver area.”

“We have a sincere fondness for the devoted and compassionate people that provide quality of life for lost, abandoned, and forgotten pets. We know that their mission is not accomplished with ease and we are hoping that the donated food will enable these admirable rescues and shelters to provide for an even higher level of life quality for Denver’s unfortunate and unconditionally loving homeless pets.” - Honey Smoked Fish Company

About Honey Smoked Fish

Honey Smoked Fish Company owner Kevin Mason started fishing the seas at the young age of five and has been in the seafood industry for nearly forty years. Kevin began his seafood venture working at Bob’s Fresh Fish, his father’s Kosher Fish Market in Southern California. It was at Bob’s Fresh Fish that the idea for Honey Smoked Salmon was born. In these early times, motivation was pretty simple, Kevin was inclined to find a way to preserve the shelf life of the fresh fish so that he could deliver the best quality, most desirable product possible. After many years of perfecting the Honey Smoking Process, the company began to take shape and over time developed into the company that we all know and love today. According to Kevin Mason... “We do one thing and one thing only, make the world’s finest lightly hot-smoked salmon that’s a fully cooked superfood and is ready to eat right out of the package.”

Honey Smoked Fish is a family owned company now in its 23rd year of producing the world’s finest, lightly hot-smoked salmon. Smoke Master Kevin Mason’s secret firing system locks in all of the salmon’s healthy Omega-3s and infuses honey into the smoke, resulting in a truly unique product. This superfood protein of the future is

heart healthy, certified Kosher, gluten-free, and diabetic friendly; cooked to order and packaged with an extended shelf life. Available nationwide, this superfood salmon can upgrade any menu.

The staff at the Honey Smoked Fish Company has a deep appreciation of the planet and therefore sources their salmon in the most sustainable methods possible and only works with leaders in sustainable fish practices. Salmon fillets are shipped in fresh multiple times a week and are never frozen. This commitment to using only the freshest, all-natural ingredients is part of what makes Honey Smoked Salmon an industry leader.

The Honey Smoked Fish Company strives to consistently deliver the world's finest Honey Smoked Salmon that is a healthy, delicious superfood, is fully-cooked and can be added to any dish.

About GreaterGood.org

[GreaterGood.org](#) is a 501(c)(3) charitable organization that works to improve the health and well-being of people, pets, and the planet. It accomplishes this mission by partnering with charitable organizations and administering programs worldwide that address hunger and illness (particularly in women and children), promote education and literacy, feed and care for rescued animals in shelters and sanctuaries, and protect wildlife and restore the environment.

Since 2006, GreaterGood.org has worked with more than 150 charitable partners worldwide and operates several of its own programs including [Rescue Bank](#), [Madrean Discovery Expeditions](#), [One Picture Saves a Life](#), and [GROW](#).

You can learn more about GreaterGood.org on [our website](#) or by following us on [Facebook](#).

About Rescue Bank

[Rescue Bank](#) operates on the national food bank model, serving community-based animal welfare groups that typically lack access to resources. Rescue Bank recognizes that these smaller, less-visible groups represent a substantial portion of America's animal rescue resource.

Rescue Bank works with name-brand suppliers to deliver donated pet food to serve both the ongoing needs of more than 1,800 animal welfare organizations and the immediate needs of communities after disasters such as Superstorm Sandy and, more recently, the Texas floods. Since establishing its national network in 2011, Rescue Bank has delivered more than 120 million meals of nutritious, wholesome pet food.

For more information visit <http://rescuebank.org> or find us on Facebook at [facebook.com/RescueBank](https://www.facebook.com/RescueBank). Rescue Bank is a signature program of GreaterGood.org.

About CBS EcoMedia Inc.

EcoMedia was founded in 2001 by social entrepreneur Paul Polizzotto. The company's mission is to harness the power of the advertising dollar to make tangible, quality of

life improvements in communities nationwide. In 2010, after successfully partnering on a wide range of environmental projects, EcoMedia was acquired by CBS Corporation, exponentially scaling its reach across television, radio, interactive, and publishing media.

Through EcoMedia's patent-pending EcoAd, EducationAd, WellnessAd, Viewers to Volunteers, Volunteering with the Stars, and Charity Champions League advertising programs, national brands and local businesses provide millions of dollars in financial support to some of the nation's most effective nonprofit organizations, funding critical veterans', education, health and wellness, and environmental projects nationwide.

EcoMedia's innovative and proprietary business models have fundamentally altered the advertising and philanthropy landscapes, elevating the ordinary, traditional commercial - and media, in general - into a catalyst for tangible, quantifiable social change and making it possible for everyone to give back, whatever their means.

Paul Polizzotto and the team at EcoMedia have earned numerous awards and recognitions for their work, including the US Conference of Mayors Award for Excellence in Public Private Partnerships (2009) and back-to-back Edison Awards for Social Innovation and Social Impact (2012, 2013).

In Spring 2016, Paul was named Social Good Leader of the Year by CynopsisMedia, recognized as one of "America's 25 most influential philanthropy and social innovation experts" by Philanthropy Media. He has received the Starlight Children's Foundation's "General H. Norman Schwarzkopf Leadership Award," the EPA's "Environmental Hero" recognition, the Santa Monica Baykeeper's and the Waterkeeper Alliance's "Keeper Award," and the Coastal Living Leadership Award. He was also named a Public-Private Visionary by *Vanity Fair* magazine.

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By participating in EcoMedia's EcoAd, WellnessAd, EducationAd, and Viewers to Volunteers advertising programs, EcoMedia's advertisers agree to provide funding for projects we believe will have a beneficial effect upon the environment, health and/or education within local communities. EcoMedia's advertising programs are not certification programs nor are the EcoAd, WellnessAd or EducationAd logos seals of approval. EcoMedia does not in any way certify, endorse or make any representations about EcoMedia program advertisers, their products or services.

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