



FOR IMMEDIATE RELEASE

Growers | Processors | Marketers

Media Contact:

Tom Berg, Director of Marketing

P. 231.941.4336 ext. 107

F. 231.941.4525

tom.berg@shorelinefruit.com

www.shorelinefruit.com

Shoreline Fruit and Cherry Bay Orchards team up to support Kids

Traverse City, Michigan, April, 2011 --- Cherry Bay Orchards and Shoreline Fruit, LLC, growers, processors and marketers of premium dried cherries and other dried fruits, announced their continued support of Big Brother and Big Sisters of Northwestern Michigan with a \$1,000 contribution to Marathon 4 Kids.

Cherry Bay Orchards of Suttons Bay and sister company Shoreline Fruit, LLC. of Traverse City, have teamed up once again this year to support Big Brothers and Big Sisters of Northwestern Michigan. "When we saw that Tony Anderson, President of Big Brothers Big Sisters was raising money to support his charity by running Marathon's, we knew we could help in more ways than one," said Andrew Gregory from Shoreline Fruit. In addition to contributing \$1,000 to Big Brothers Big Sisters, a case of our new Cherry Bay Orchards brand single serve Tart Cherry Juice Concentrate was presented to Anderson. Gregory added "These will not only help Big Brothers Big Sisters with their mentoring program, it will also help Tony in his quest of running marathons in all 50 states." According to Gregory, cherry juice concentrate is believed to help athletes with training and post race recovery.

"We are very grateful for the ongoing support and contributions from Cherry Bay Orchards and Shoreline Fruit. "I personally appreciate the cherry juice concentrate as well". "I have been an avid user of Cherry Concentrate for years" stated Anderson.

Shoreline Fruit is a vertically-integrated grower, processor, and marketer of premium cherry products and other dried fruits. Locally-owned and headquartered in Traverse City, Michigan Shoreline is one of the world's largest producers of dried cherries and cherry concentrate. Shoreline also offers a broad selection of other premium dried fruits and fruit-based nutraceuticals to consumers, retail and specialty food marketers, distributors, and processors. From orchard to table, Shoreline is committed to quality, innovation, and sustainability. For more information about Shoreline's products and services, visit www.shorelinefruit.com

To learn about how to make a contribution to Big Brothers Big Sisters of Northwestern Michigan please visit www.marathon4kids.com.

###

Product of the U.S.A.	CUSTOMER SERVICE	HEADQUARTERS	
	P 800.836.3972	P 231.941.4336	shorelinefruit.com
	P 585.765.2639	10850 E Traverse Hwy, Ste 4460	
	F 585.765.9443	Traverse City, MI 49684, U.S.A.	