

**FOR IMMEDIATE RELEASE**

**Media Contact:**  
Julie Berge  
Fleishman-Hillard  
Julie.berge@fleishman.com  
(916) 492-3339

**California Raisin Marketing Board Announces Winner of “Give Kids Their Day in the Sun”  
Snack Recipe Contest  
- Chico, California resident wins national contest and donation to local food bank -**

**Chico, Calif., November 9, 2011** – The California Raisin Marketing Board, the state marketing order that represents nearly 3,000 California Raisin growers, today announced the grand prize winner of its national Give Kids Their Day in the Sun snack recipe contest. Denine Shern of Chico, California took home top honors for her Raisin Zucchini Mini Muffin Pops with Maple Glaze winning a \$10,000 premium playground structure, a year’s supply of California Raisins and a donation in her name to the food bank of her choice.

As a result of Shern’s winnings, the Jesus Center will receive \$1,000 to continue its efforts in serving those in need throughout the city. “The Jesus Center has touched countless lives within the Chico community. Its dedication to helping anyone who comes through its doors is truly inspiring, and I’m honored to support such a deserving organization,” said Shern.

The competition that launched in mid August encouraged consumers to submit their own healthy snack recipes that contain California Raisins. Contest entries were received from across the country during the two- month contest period. Based on the judging criteria of the creative use of raisins, healthfulness, ease of preparation and taste, the top five finalists were selected; and then put up for public vote to determine the grand prize winner.

“Kids grow in the sun and we think their snacks should, too,” said Larry Blagg, Senior Vice President of Marketing, California Raisin Marketing Board. “This recipe contest not only celebrates healthful snacking with the nutrient and energy-packed California Raisins, but it’s our hope the grand prize will give years of fun in the sun while contributing to a healthy and active lifestyle for the Shern family and their friends as well.”

**About the California Raisin Marketing Board**

A State Marketing Order in 1998 created the 100-percent grower-funded California Raisin Marketing Board. Its mission is to support and promote the increased use of California-grown raisins and sponsor crop production, nutrition and market research. For more information about the California Raisin Marketing Board and to browse delicious recipes, visit [www.LoveYourRaisins.com](http://www.LoveYourRaisins.com).

###