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For Immediate Release

A Snack that Gives Back:

Van Holten's Announces Long Term Support for Boys & Girls Clubs of America

Waterloo, WI - July 19, 2016 - Van Holten's, famous for their Pickle-in-a-Pouch and Pickle-Ice products, is proud to announce a long-term partnership with Boys & Girls Clubs of America.

"Boys & Girls Clubs fill an important need in many communities where our customers live and work," said Steve Byrnes, Van Holten's President. "We are proud to support them and help open the doors to a great future for kids across the country."

All of Van Holten's Pickle-In-A-Pouch and new Pickle-Ice products will feature Boys & Girls Clubs of America's logo to further increase awareness and recognition of clubs nationwide. Products are distributed in all 50 states and Canada, and can be found at convenience stores, grocery stores, concession stands, online and many other retail outlets.

The partnership was officially announced at the 2016 Gilbert Brown Football Camp, a free, three-day program hosted by the Boys & Girls Club of Dane County, Wisconsin, where area kids learned football fundamentals from professional players. In addition to Gilbert Brown, several former Badger football players—some who went on to play in the NFL—were in attendance, including Al Toon, Brandon Williams and Jeff Mack.

"The type of long-term support that Van Holten's has committed to makes a big difference for Boys & Girls Clubs like ours," said Michael Johnson, MBA, President & Chief Executive Officer for Boys & Girls Clubs of Dane County. "Knowing we can count on their support year after year gives us a solid base on which to plan and build our programming."

Boys & Girls Clubs are safe havens where youth are empowered to excel in school, become good citizens, and lead healthy, productive lives. With programs on character and leadership, health and life skills, the arts, sports, fitness, recreation and more, Boys & Girls Clubs of America provide a safe place to learn and grow – all while having fun.

Founded in 1898, Van Holten's employs 70 people in Waterloo, Wisconsin. For more information, please visit www.vanholtenfoods.com.



From left to right Eric Girard, with Van Holten's, Gilbert Brown and Al Toon with children from Dane County Boys & Girls Club.



Kids enjoying Van Holten's Pickles & Pickle-Ice during a break at camp.



Gilbert Brown with Eric Girard, from Van Holten's Pickle-in-a-Pouch.

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