Special Edition "The Secret Life of Bees" Cookbook and Black Madonna Honey Now Available at SueBee.com - Proceeds Benefit First Book

Sue Bee Honey has produced, in conjunction with SKAR Advertising of Omaha, Neb., a Special Edition cookbook and Black Madonna Honey - both inspired by the Fox Searchlight Pictures feature film “The Secret Life of Bees,” opening in theatres nationwide on Friday, October 17. All net proceeds from the sales of the cookbook and Black Madonna Honey go to benefit First Book, a nonprofit organization that gives new books to children from low-income families.

SIoux City, Iowa (PRWEB) October 16, 2008 -- The cookbook features recipes from the main cast members Queen Latifah, Dakota Fanning, Jennifer Hudson, Alicia Keys, and Sophie Okonedo. The Black Madonna Honey features artwork from renowned artist and philanthropist Charles Bibbs.

The movie is based on the best-selling novel by Sue Monk Kidd, and features the touching story about the need for love, sisterhood and redemption. August Boatwright, played by Queen Latifah, is the family matriarch who operates a successful bee farm and honey-making business.

Lauren Shuler Donner, one of the producers of the movie, commented, "Bringing the rich and beautifully crafted novel 'The Secret Life of Bees' to the screen was a shared passion between our creative production team and our talented actors. Our partners at Sue Bee have extended this passion into a limited edition cookbook with exclusive recipes from our stars, the sales of which will support First Book whose single mission is inspiring the love of reading and providing books to those in need."

Jim Powell, vice president of sales and marketing at Sue Bee Honey added, "We're offering the cookbook and Black Madonna Honey on suebee.com with hopes of making the items easily accessible to those who want to share in the excitement of the movie while helping America's underprivileged youth via First Book."

About Sue Bee Honey

Sue Bee Honey is the branded product name for the Sioux Honey Association, headquartered in Sioux City, Iowa, with production facilities in Sioux City, Iowa, Elizabethtown, NC, and Anaheim, Calif. Sioux Honey Association has become the world's largest honey marketing organization. Its global presence extends to the Middle East, Far East, Europe, and South and Central America, and it continues to be a leader in the honey industry with state-of-the-art facilities, which include research and development.

The Sioux Honey Association also is a green company, which means Sue Bee products and containers are safe for the environment. The Association strives to protect the ecosystem through recycling, innovative engineering, and cutting back on over-packaging. To learn more about Sue Bee Honey and the Sioux Honey Association, log on to www.suebee.com, where you will find company history, "The Secret Life of Bees" special offers, a Q&A section, recipes, and Honey Fact Sheet.

About First Book
First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. It provides an ongoing supply of new books to children participating in community-based mentoring, tutoring, and family literacy programs.

First Book was founded in 1992. The First Book model was developed to leverage the work of local heroes who reach children through existing literacy programs in a variety of settings, such as Head Start centers, libraries, soup kitchens, churches, housing projects, and after-school initiatives. Working through this vast network of organizations, First Book plays a critical role in transforming the quality of preschool and after-school programs nationwide.

First Book's model is national in scope and local in impact. In its first year, First Book distributed approximately 12,000 books in three communities. Since that time, First Book has distributed more than 50 million books to children in over 3,000 communities around the country. For more information, visit www.firstbook.org.

About Fox Searchlight Pictures

Fox Searchlight Pictures is a specialty film company that both finances and acquires motion pictures. It has its own marketing and distribution operations, and its films are distributed internationally by Twentieth Century Fox. Fox Searchlight Pictures is a unit of Fox Filmed Entertainment, a unit of Fox Entertainment Group.
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