DOLE to Support Veterans Through Wounded Warrior Project Believe in Heroes Campaign; Dole Packaged Foods Joins Other Leading CPG Brands and Retailers to Show Appreciation

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Westlake Village, CA (PRWEB) September 19, 2013 -- Dole Packaged Foods has joined forces with Wounded Warrior Project (WWP), a nonprofit organization whose mission is to honor and empower Wounded Warriors, to support injured service members through the Wounded Warrior Project® Believe in Heroes® campaign. Kicking off on September 11 and running through Veterans Day, November 11, Believe in Heroes calls on Americans to show their support and appreciation for our service members and the newest generation of veterans in a simple everyday way — grocery shopping.

“We are honored to work with Wounded Warrior Project by participating in Believe in Heroes,” said Julie Pierrat, Business Manager, Dole Canned Fruit. “Our servicemen and women, and their families, make extreme sacrifices to preserve our freedom and protect our country, and we are proud to show our appreciation by providing Dole consumers with the opportunity to help Wounded Warriors — simply by grocery shopping.”

As part of its participation, Dole will offer consumers a high-value coupon for $1.00 off any DOLE Canned Fruit that will be available in a special, free-standing insert which will be circulated to 53 million households nationwide in newspapers Sunday, November 3. The coupon will be available for download online through the end of November at wwpbelieve.org.

Believe in Heroes was created to support WWP and make a positive impact on our country’s service members and the new generation of veterans that have made significant sacrifices to protect and defend the United States.

The campaign has grown substantially over the past three years. Beginning humbly with the support of more than a dozen well-known brands and one regional grocery retailer, the program raised approximately $200,000 in 2010. In 2012, the program included more than 55 top national brands and 90 grocery retailers, raising $5.7 million for WWP. The goal of the 2013 campaign is to exceed the amount raised in 2012 for critical programs provided by WWP. To learn more about the Believe in Heroes campaign, visit www.wwpbelieve.org.

About Dole Packaged Foods
Dole Packaged Foods LLC, a subsidiary of Dole International Holdings, is a leader in sourcing, processing, distributing and marketing fruit products and healthy snacks throughout the world.

Dole markets a full line of canned, jarred, cup, frozen and dried fruit products and is an innovator in new forms of packaging and processing fruit. For more information please visit www.dole.com.

About Wounded Warrior Project
Founded in 2003, Wounded Warrior Project was created to honor and empower service members returning from post-9/11 conflicts who have been injured mentally and/or physically. Its purpose is to raise awareness
and enlist the public’s aid for the needs of injured service members; to help injured service members aid and assist each other; and to provide unique, direct programs and services to meet the needs of injured service members. For more information, visit www.woundedwarriorproject.org
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