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FOR IMMEDIATE RELEASE

## **INTERFRESH SUPPORTS SUSAN G. KOMEN RACE FOR THE CURE, ANNOUNCES “ASPIRE!” PROMOTION**

**Orange, CA** – September 9, 2011 – Interfresh, Inc., a national supplier of fruits and vegetables, announced today that the company would support the Susan G. Komen Race for the Cure event in Newport Beach on Sunday, September 25<sup>th</sup> as part of its “Aspire” citrus promotion with the Susan G. Komen for the Cure organization.

Interfresh will be exhibiting at the event, handing out oranges to race participants.

This fall, Interfresh will introduce the “Aspire!” label, shipping California Navel Oranges, Cara Cara Oranges, and Tangerines in the brand. In support of the program, LoBue Citrus in Lindsay, CA. will be packing the “Aspire!” Navel and Cara Cara Oranges for the company. The partnership with Susan G. Komen for the Cure begins in November 2011 and runs through January 2012. During the promotion, the program will contribute \$1 for each carton of oranges and 25 cents for each 5# carton of tangerines sold to the organization.

“The ‘Aspire!’ program is something we’re very excited about, and the Newport Beach event is a great way to kick off our promotion and rally the company around the cause” said Chris Puentes, company president. “We have several staff members who will be manning the booth and passing out oranges, and all will be wearing the special shirts we created for the event”, he added. Puentes credits Doug Stewart, Interfresh salesman, with the idea of partnering with the Komen organization. “I got the idea as a way to support my grandmother, who just beat breast cancer for the second time”, said Stewart. “We’re very grateful for the support of LoBue Citrus and our customers, who have also been very enthusiastic about the program. We anticipate a very successful season”, he added.

The “Aspire” program has committed to raising a minimum of \$25,000 for Susan G. Komen for the Cure.

Now in its 25th year of providing fresh fruits and vegetables to retailers, wholesalers and foodservice distributors, Interfresh continually strives to provide top-quality products year-round. Headquartered in Orange, CA, Interfresh has expanded its reach and further developed its product line and services by opening new offices in strategic locations throughout California. The experienced employees of Interfresh are driven by their passion to provide unparalleled services for a consistent, high-quality supply of fresh fruits and vegetables season to season. In addition to citrus, berries, melons, and avocados, Interfresh handles an extensive line of fresh products including corn, asparagus, pineapple, yams, sweet potatoes, tomatoes, bell peppers, cucumbers, grapes and soft fruit.