



DRESSINGS • DIPS • SAUCES

For Immediate Release  
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Sandpoint, Idaho - Every day can be a Salad Day!



Announcing a new website from Litehouse that offers 30 salad recipes for 30 days. Log on to [www.30salads30days.com](http://www.30salads30days.com) for a full month of tasty salad recipes.

According to Roxie Lowther, Director Business Development “The micro-site promotion was designed to make it easy and fun to expand the consumer’s range of healthy choices by incorporating a variety of delicious recipes in 30 different easy-to-prepare satisfying meals. With a goal of eating at least five to nine portions of fruits and vegetables every day this was a fun way to tie it in with a recipe component.”

The way it works is a consumer logs on to the [30salads30days.com](http://30salads30days.com) website and has the opportunity to view healthy tips and 30 creative salads with gorgeous photos, or they have the option to sign up to have one recipe sent via e-mail every day of the month for 30 days.

Early feedback has been tremendously positive. The branded promotion is also supported with a national Weight Watchers advertising campaign (both on-line and print), newspaper food articles showcasing a recipe from the site, on-shelf POS, an email blast with cents off dressing coupons and a press release to the trade.

For more information, please contact Roxie Lowther at 208.263.7569 [rlowther@lighthouseinc.com](mailto:rlowther@lighthouseinc.com)

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