



News

A museum for growing children
The Children's Metamorphosis
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Stonyfield Farm Steps Up to "Save the Met" with Three-Year, \$30,000 Sponsorship

The first business responding to children's museum's urgent campaign partners with the Met through generous sponsorship and new exhibit on organic farming

August 6, 2007, Derry NH — The Children's Metamorphosis today announced that Stonyfield Farm has committed to a three-year, \$10,000 per year sponsorship of the struggling children's museum. Part of Stonyfield's Profits for the Planet initiative, the funds will be used for Met operating expenses and for a new exhibit aimed at educating and exciting young Met patrons about organic farming.

"The Met is a perfect match for our efforts to encourage healthy food, healthy kids, and a healthy planet," said Maureen Wolpert, senior product manager at Stonyfield Farm. "We're pleased to help the museum get back on solid financial ground, and excited about sharing our vision of natural, organic-based agriculture with the thousands of kids and families that visit the Met each year."

Stonyfield Farm is the first commercial business responding to a key goal of the "Save the Met" campaign: securing new corporate sponsors to ensure the Met's ongoing viability. Other goals include raising \$50,000 to cover short-term debts and avoid a potential August 31st eviction, and adding new board members to improve the Met's community connections and capabilities. The campaign was launched August 1st, and will run through August 31st.

"We knew that the families all over southern New Hampshire and Massachusetts who love the Met would respond to help us stay open," said Tracy LaPlante, executive director of the Met. "Now we're thrilled to see the business community also coming forward, led by this major and exciting commitment by Stonyfield Farm."

Anyone interested in volunteering to help is welcome to an open "Save the Met" planning meeting Tuesday, August 7, at 7:00 pm, at the Met in downtown Derry. More information is available and pledges can be made at the Met, by calling (603) 425-2560, or visiting online at www.savethemet.org.

About Stonyfield Farm

Stonyfield Farm, celebrating its 24th year, is the world's leading organic yogurt maker, and produces all natural and organic yogurt, smoothies, cultured soy, frozen yogurt, ice cream, and milk. The company advocates that healthy food can only come from a healthy planet. It was the nation's first dairy processor to pay farmers not to treat cows with the synthetic bovine growth hormone rBST. Stonyfield donates 10 percent of its profits to environmental causes; was America's first manufacturer to offset 100 percent of its CO2 emissions from its facility energy use; and recently installed the largest solar array in New Hampshire to help power its production plant -- all efforts to reduce global warming.

For more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com or call 1-800-PRO-COWS.

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