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FOR IMMEDIATE RELEASE
December 1, 2010

**A HOLIDAY TRADITION: OAKHURST DAIRY'S SALVATION ARMY-EGG NOG CAMPAIGN
KICKS OFF ELEVENTH YEAR**

Portland, Maine – Oakhurst Dairy will continue a holiday fundraising tradition when it launches this season's campaign to support the Salvation Army of Northern New England by raising money through sales of Oakhurst Dairy Egg Nog. This holiday season marks the community-focused campaign's eleventh year.

For every container of Oakhurst Egg Nog and Light Egg Nog sold, Oakhurst will donate five cents to the Salvation Army. The money is being raised throughout this holiday season and into January 2011. To date, Oakhurst has donated a total of more than \$185,000 to the Salvation Army from the sale of Oakhurst Egg Nog products.

"All year long, the Salvation Army makes a difference in the lives of people throughout our communities, and we are proud to support their work," said Oakhurst President and COO Bill Bennett.

Several members of the Bennett family visited the Salvation Army Kettle at the Maine Mall to greet holiday shoppers and raise awareness of the Egg Nog campaign.

"Oakhurst has made a long-term commitment to the Salvation Army and the families impacted by their work," noted Bennett. "We look forward to a successful campaign again this year."



Oakhurst Dairy's holiday egg nog sales will once again benefit the Salvation Army. Seen here are Oakhurst's John and Stan Bennett launching the 2009 fundraising effort.

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About Oakhurst Dairy

Oakhurst is northern New England's truly local brand of milk. As the region's largest independent dairy company, Oakhurst is committed to the health and wellbeing of the community and the environment. For 89 years and three generations, the Bennett family has stood behind every glass of Oakhurst milk, contributing 10% of profits to local organizations through their *Living Natural Goodness* program to support healthy kids and a healthy environment – just another reason to choose Oakhurst, *The Natural Goodness of Maine*. For more information, visit www.oakhurstdairy.com.

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