



MEDIA ALERT

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THE GENTLE BARN 2nd Annual Gentle CSR Gala

Celebrating the Natural Industry's Commitment to Building a Gentler World

Santa Clarita, CA (January 2017) – **The Gentle Barn** and New Hope Media have announced **The 2nd Annual Gentle CSR** event and are preparing for an exciting evening, celebrating the amazing achievement in Corporate Social Responsibility by the Natural Products Industry. Gentle CSR promotes and celebrates an organization's core values and amazing achievements to encourage a more eco-friendly, healthy, cruelty-free, and gentler world.

"The Gentle 12 program was established in order to connect our audience with the right companies" says Jay Weiner, co-Founder of The Gentle Barn. "Families who come to The Gentle Barn are always happy to sample new products and are looking to support companies that are committed to offering lasting solutions that help reinforce a gentler, cruelty-free world. The Gentle CSR event is a chance to bring this community of business leaders, investors, entrepreneurs, celebrities and thought leaders in the natural products industry together to acknowledge our efforts and achievements."

This exclusive, invite-only Gentle CSR event is conveniently held at the Natural Product Expo West at the Anaheim Hilton, and it will have an award ceremony with hors d'oeuvres, special appearances and a spirited mix of industry leaders, influencers, and innovators of the Natural Products industry.

"We are so excited to be hosting the Gentle CSR for a 2nd year," says, Founder of The Gentle Barn, Ellie Laks. "We want to recognize and offer our gratitude to an entire community of the most passionate corporate sponsors and socially conscious entrepreneurs from the Natural Products industry who support our mission and believe that we will change the direction of the planet."

The Gentle Barn is national non-profit with innovative Corporate Social Responsibility programs that have deeply engaged and celebrated the role of the natural products industry in addressing critical animal, human, and environmental welfare issues. Please Join The Gentle Barn and New Hope Media for an exciting evening celebrating the amazing achievements by leaders in the Natural Products Industry, pioneering solutions to critical animal, human, and environmental welfare issues through Corporate Social Responsibility.



There are now more than three hundred Natural Product sponsors who support The Gentle Barn including Sun Chlorella, Field Roast, Gardein, Beyond Meat, Tofurky, Beanfields, Bragg, Crunchies Natural Snacks, Dr. Bronner, Dr. Praeger's, GoodBelly, Health-Ade Kombucha, Health Warrior, Hint Water, Hugo Naturals, Lärabar, Mama Chia, Nature's Gate, So Delicious, Go Macro and Surya Brazil.

For more information on how your company can participate or to reserve your sponsorship opportunity at the most exclusive event of NPEW, please contact Michelle Scott at mccott@gentlebarn.org.

If you would like to be our guest at this exclusive event and are a member of the press, please send an email with your name, organization, title, and contact information to: Gentle12@gentlebarn.org.

Event details for Media Access only are as follows:

What: The Gentle Barn Gentle CSR Event / Natural Products Expo West

When: Friday, March 10, 2017

Where: Anaheim Hilton Hotel
777 Convention Way, Anaheim, CA 92802

Media Availability: Gentle Barn Founders Ellie Laks and Jay Weiner will be available for interviews by request at TGBoutreach@gmail.com.

ABOUT THE GENTLE BARN | www.gentlebarn.org

The Gentle Barn is a national nonprofit organization, founded in 1999 as a safe haven and place of recovery for severely abused animals. The Gentle Barn offers their unique philosophy of rehabilitating animals and connecting their stories of survival and healing to the personal experiences of inner city, at-risk and special needs children who have suffered physical, mental or emotional trauma. By interacting with The Gentle Barn's approximate one hundred and eighty animals and taking a hands-on role in their welfare, those who participate in the programs at The Gentle Barn learn empathy, trust and forgiveness. The Gentle Barn is run by Founder Ellie Laks and her husband and Co-founder Jay Weiner, both of whom were healed and supported by animals as children. The Gentle Barn's mission is simple: "Teaching People Kindness and Compassion to Animals, Each Other and Our Planet."

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