



BRAGG & THE GENTLE BARN TEAM UP FOR HEALTH AWARENESS CAMPAIGN

The Gentle 12 Program Drives Impact For Natural Products Industry

Santa Clarita, CA (March 2017) – Since 2014 **The Gentle Barn** has run a program called the Gentle 12, that has connected their corporate sponsors to their supporters and general public in order to establish a long-term, meaningful relationship with organizations working to improve the world

The mission of the Gentle 12 program is to help educate the public and promote each company's deep commitment to building a healthier planet in a unique and significant way that differentiates and creates a lasting impact through Corporate Social Responsibility (CSR). CSR is the process of assessing an organization's impact on society and evaluating what their responsibilities are to the community.

"In today's turbulent, ever-changing world, enhancing a company's positive impact on the community is critical," says Jay Weiner, Co-Founder of The Gentle Barn and CSR Expert. "The companies we want to work with, celebrate, and promote to our followers, like Bragg Live Foods, are passionately dedicated and actively committed to improving the world and the health of their consumers. The Gentle 12 program was established in order to elevate CSR in the natural products sector and forge an economic model based on sustainable and ethical standards towards all living beings and the planet."

The Gentle 12 program highlights each Corporate Sponsor through effective social media outreach, in an effort to actively showcase the company and their products and services, to an enthusiastic and engaged audience. The Corporate Sponsor will have an exclusive, month long campaign promoted as a leader in Corporate Social Responsibility (CSR).

"Most of the people who have formed a connection to The Gentle Barn have changed their lives towards a more sustainable lifestyle and have adopted a plant-based diet," explains Ellie Laks, Founder of The Gentle Barn. "They are looking for companies that mirror that higher standard, and the Gentle 12 program allows The Gentle Barn to connect our followers with amazing companies and their products, like Bragg Live Foods who are doing the right thing in the world."

The Gentle 12 program is dedicated to establishing an ecosystem of forward thinking businesses and organizations committed to raising public awareness of conscious consumerism, whereby the power of money is directed to sustainable, cruelty-free solutions.

"We are really excited to support The Gentle Barn Gentle 12 program," says President of Bragg Live Foods, Dr. Patricia Bragg. "We are so thankful to be working with The Gentle Barn and commend them for all they do to save the lives of so many animals and sharing the message of love and compassion with children. I think it's important to work closely with Mother Nature and to teach children how to have love in their heart. I want to support The Gentle Barn's efforts to spread health and happiness in the world."



To watch the video and learn more about The Gentle 12 program, please visit:
<http://www.gentlebarn.org/gentle12/>.

Media Availability: Interviews with the Founders of The Gentle Barn, Jay Weiner and Ellie Laks can be arranged by request at: TGBoutreach@gmail.com.

ABOUT BRAGG LIVE FOODS

Bragg Live Foods, Inc. is the result of a lifetime of crusading the word of good health worldwide since 1912. Paul C. Bragg, originator of Health Food Stores in America, founded the company, now run by his daughter Patricia Bragg, N.D., Ph.D., who continues to spread the gospel of health by providing natural healthy products. Over the last 105 years, Bragg Live Foods has produced more than 365 different products, which include 20 of their best known signature health food products such as Bragg Organic Apple Cider Vinegar, Bragg Organic Apple Cider Vinegar & Honey blend, Bragg All Natural Drinks; Bragg Organic Extra Virgin Olive Oil; Bragg Liquid Aminos; three different Bragg Organic Seasonings. All the Bragg products provide many internal and external health benefits and have been recognized as the best in the industry. For more information visit: www.bragg.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 fifty 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 supported by Celebrities such as Ellen Degeneres, Kelly & David Backes, Daisy Fuentes & Richard Marx, Jenna & Channing Tatum, Steve-O, Rikki Rockett of Poison, Pamela Anderson and Hilary Swank.

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