

For immediate release

BIGELOW TEA SUPPORTS OUR LOCAL TROOPS WITH A CHECK TO USO FOR \$1,600

FAIRFIELD, Conn, February 4, 2016 – As part of Bigelow Tea's ongoing commitment to the USO for the critical services it provides to forward-deployed troops, military families, wounded warriors, troops in transition and families of the fallen, Bigelow Tea President & CEO Cindi Bigelow joined USO Center Director Allan Tracy, Big Y Rocky Hill Store Director Sam Chevalier and Category Manager Bill Eichorn at Big Y in Rocky Hill, CT, to present a check to the USO for \$1,600.

As part of a specially developed **Support our Local Troops Program**, the check represents 3% of all Bigelow Tea sold at Big Y stores between 10/15/15 and 11/11/15.



“We love doing all we can, whenever we can to support the USO,” says Cindi Bigelow. “We are proud that Big Y chose to partner with us on this program and so grateful to all the Big Y consumers for their whole-hearted support.”

Bigelow Tea has grown its commitment to U.S. military community in 2015 by becoming an official sponsor of the USO and once again donating more than 350,000 tea bags to support the USO's ongoing mission to strengthen America's military by keeping them connected to their family, home and country.

Bigelow's Tea for the Troops program, launched by third generation President and CEO Cindi Bigelow in 2009, to date has donated more than 4 million tea bags to our service personnel, both internationally and regionally in the U.S. In further support of USO efforts, Bigelow has begun working on 2015-2016 programs with select retailers to donate a portion of Bigelow tea sales that will help support local USO chapters.

"At Bigelow Tea, whose company mission it is to enrich life's everyday moments by infusing passion into all we do, we are grateful to our service men and women, our veterans, and the USO for all they do and have done to protect and improve the lives of Americans," she said.

Bigelow is an enthusiastic participant in USO events such as the USO's 2015 Warrior Week that took place, in Virginia Beach, Virginia, in association with the USO of Hampton Roads and Central Virginia Inc. Exciting plans are already underway for 2016.

This invaluable program brings together physical, therapeutic and recreational organizations that empower wounded, ill and injured troops with a renewed sense of adventure by providing opportunities to participate in activities from adaptive water skiing and kayaking, to deep sea fishing, horseback riding, surfing, racquetball and tennis.

Cindi Bigelow and Bigelow Tea Project Manager Tim Richmond, an Iraq war veteran, cycled alongside service men and women in Warrior Week's Ride 2 Recovery Memorial Challenge.

"It is such a moving experience, and an honor, to ride along with our veterans. We read about them, we see them on TV and in the airports. Of course we appreciate what they do but to be surrounded by them gives me such an immensely greater appreciation for their sacrifices," said Cindi Bigelow.

Public esteem for the U.S. armed services is higher than any other profession, polls have shown, and at Veterans Day the nation is especially inclined to say, "thank you."

From Afghanistan to Iraq and dozens of other outposts worldwide, Bigelow Tea has sent tea bags to U.S. troops as a sign of appreciation for their dedication to America.

Six years ago, Cindi Bigelow, started the "Tea for the Troops" program, which has sent specially designed boxes of the company's American Classic Tea to U.S. military personnel overseas and in the states.

American Classic Tea is 100% grown and produced on American soil at the company's Charleston Tea Plantation on Wadmalaw Island in South Carolina. Although the American

Classic brand is sold commercially, the company created a special red, white and blue package exclusively for the purpose of donating tea, which says "Bigelow: American Classic Tea – Thank You for Your Service."

"Sending our soldiers a little bit of home in the form of our American Classic Tea package is our way of recognizing and thanking them for the sacrifices they make so that we can enjoy the freedoms we all share," said Bigelow.

Working in cooperation with the USO, the tea is delivered overseas to bases and other USO centers in airports where troops stay on their way to and from their deployment. Bigelow has also distributed the tea at Veterans Administration hospitals and through VFW chapters.

“We’ve heard from many soldiers thanking us for the tea,” Bigelow said. “Tea provides a degree of comfort and a reminder of home, which we know soldiers appreciate.”

About Bigelow Tea Company

Based in Fairfield, CT, and 100% family-owned, the Bigelow Tea Company pioneered the specialty tea category 70 years ago with its first creation, “Constant Comment”® Tea. Bigelow takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America’s leading specialty tea company that produces 1.7 billion tea bags annually in more than 130 flavors.

About the USO

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort, and support. The USO is a private, non-profit organization, not a government agency. Our programs, services and entertainment tours are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff. To join us in this important mission, and to learn more about the USO, please visit uso.org.

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For more information, contact:

Elaine Gavoli
Communications Manager
203.330.2530
egavoli@bigelowtea.com