



Sparks, Nev. (March 4, 2016) – Davidson's Organic Teas is excited to announce their upcoming 40th Anniversary initiatives. In celebration of their fortieth year, Davidson's will be hosting two philanthropic promotions, as well as undergoing a brand re-design.

The first promotion is known as; *40 Years, 40 Tea Parties*. This campaign encourages customers to apply online for a chance to win a free, fully supplied tea party. Davidson's will be pairing up with Donsumor, a specialty baked goods company also celebrating their 40th Anniversary, to provide both tea and treats to winning tea party hosts. Davidson's will accept ten applications per quarter, on a first come first serve basis.

The second promotion is the *Pioneer Contest*. This campaign encourages customers to apply online for a chance to win \$2,000 toward their cause. Finalists will be chosen by Davidson's, but then their fate will be left up to the public. Followers of Davidson's Organic Teas on various social media channels will have the opportunity to vote for their preferred cause with the most meaning/impact, and the winner will be announced on August 30th 2016. Upon the announcement, the winner will receive a \$2,000 donation from Davidson's.

Apart from hosting the aforementioned promotions, Davidson's has rebranded their retail packaging. All eleven product categories (consisting of over 80 teabag products) are getting a brand makeover, and each design exemplifies a refinement learned only from time and experience. The new packaging has been designed solely with the customer in mind, by highlighting the characteristics that consumers feel are most valuable in the purchase of organic tea: *clean labeling, quality, simplicity, understanding of the product's health benefits and the brand's story*. A sneak peek of the new retail packaging can be viewed on Davidson's website, with distribution hitting the markets by Summer 2016.

Find out more about these initiatives online: www.davidsonstea.com.