

**ANNOUNCER:**

ACCORDING TO THE ZIPLOC® FRESH EATING SURVEY, 81 PERCENT OF AMERICANS WANT TO EAT MORE FRESH INGREDIENTS IN THEIR MEALS BUT ONLY 46 PERCENT ACTUALLY EAT FRUITS AND VEGETABLES EVERYDAY. ZIPLOC HAS PARTNERED WITH BEST-SELLING AUTHOR AND TV PERSONALITY RACHAEL RAY TO LAUNCH THE GREAT AMERICAN FRESHOVER PROJECT, WHICH AIMS TO HELP MAKE EATING FRESH MORE CONVENIENT.

**RACHAEL:**

HI, I'M RACHAEL RAY! THE SURVEY CONFIRMS AMERICANS WANT TO EAT FRESH FOOD AND ARE HUNGRY FOR RESOURCES TO DO SO. ZIPLOC® BRAND AND I ARE ON A MISSION TO HELP FAMILIES 'FRESHOVER' THEIR MEALS AND BEGIN THEIR FRESHOVER™ PROJECT AT HOME. GO TO THE OFFICIAL ZIPLOC® BRAND FACEBOOK FAN PAGE TO GET STARTED AND STAY INSPIRED WITH VIDEOS AND TIPS FROM YOURS TRULY.

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FROM FEBRUARY 29 TO MAY 5, 2012, FANS CAN ENTER FOR A CHANCE TO WIN A TRIP FOR AN ULTIMATE CULINARY EXPERIENCE IN AMERICA'S FOOD CAPITAL – NEW YORK CITY AND THE OPPORTUNITY TO MEET RACHAEL RAY, SWAP RECIPES AND TIPS FOR KEEPING THINGS FRESH IN THE KITCHEN. OFFICIAL RULES AVAILABLE ON FACEBOOK.