



HERBAL WELLNESS TEA

Bring more enjoyment and indulgence to your life.

PRESS RELEASE

INQUIRIES

Rob Cassie, Vice President of Sales
TEEKANNE Herbal Wellness Teas
robccassie@redcofoods.com
P. 860.688.2121

TEEKANNE HERBAL WELLNESS TEA LENDS ITS SUPPORT TO STEFFI GRAF'S FOUNDATION, CHILDREN FOR TOMORROW

Windsor, Conn., June 29, 2008 – TEEKANNE Herbal Wellness Tea and Steffi Graf, tennis legend and TEEKANNE brand ambassador, have joined forces in support of Graf's foundation, *Children for Tomorrow*. *Children for Tomorrow* is a non-profit organization run by Graf, which provides support and assistance to children and families who have experienced the devastating physical and mental effects of war, persecution and violence.

In support of *Children for Tomorrow*, TEEKANNE Herbal Wellness Tea will donate \$0.05 for every box sold during their launch into the United States market through March 2009. Every consumer purchase of TEEKANNE Herbal Wellness Tea made during this time period will help to enhance the lives and spirits of less fortunate children and families around the world who have seen and endured unimaginable acts of violence.

The *Children for Tomorrow* foundation is highly focused on the mental wellbeing of children, which has been compromised in the face of conflict. Left untreated, psychological damage can often lead to unproductive, violent behavior in the future. Financial resources provided to *Children for Tomorrow* help to heal the psychological damage sustained by victims through the efforts of therapy.

"We all have seen those terrible pictures showing us the material extent of the misery in war zones and trouble spots. But the inner conflicts and wounds caused by violence are not visible. They often lead to new aggressions and circles of violence. The victims of today are often the offenders of tomorrow. The mental health of our children is a fundamental requirement for peaceful coexistence and a precondition for society's integration process," states Steffi Graf, Founder and Chairwoman, *Children for Tomorrow*.

Graf has donated countless hours of her time as well as initial and subsequent investments required to launch and continue the foundation's efforts, and she would like to see this foundation serve as an example to future projects whose main focus and goals are consistent with the support of children.

"TEEKANNE Herbal Wellness Tea is honored to lend its support to *Children for Tomorrow*. Steffi Graf has always been a member of the family to TEEKANNE and we are excited to be given the chance to give back to Steffi, but more importantly, to the lives of the victims *Children for Tomorrow* has helped to improve," states Evan Tetreault, TEEKANNE North America.

About *Children for Tomorrow*

Children for Tomorrow is a non-profit foundation with the goal of supporting and initiating projects that provide assistance to children and families who have become victims of war, persecution and violence. These children have withstood terrifying experiences, some having lost their parents and close relatives. As a result of their psychological traumas, some have suffered from or still have sleep disorders, nightmares, depression or other symptoms. In order to overcome these traumas, psychotherapeutic therapy conducted by trained and qualified personnel is required. The financial resources from the *Children for Tomorrow* foundation serve to heal the psychological wounds within. For more information, visit www.children-for-tomorrow.de.

About TEEKANNE Herbal Wellness Teas

TEEKANNE Herbal Wellness Teas are manufactured and marketed by family-owned TEEKANNE Group, a major player in the global tea market offering premium tea products for over 125 years. Each individual tea bag offers the guarantee of quality and boasts the most flavorful ingredients free from added sugars, artificial additives and preservatives. TEEKANNE Herbal Wellness Teas bring flavor and function into harmony by producing teas made from 100% all-natural ingredients and flavors. Offering a variety of 12 energizing, relaxing and soothing functional flavors, TEEKANNE Herbal Wellness Teas provide the consumer with a healthy and flavorful way to stay hydrated, while bringing more enjoyment and indulgence to his/her life.