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FOR IMMEDIATE RELEASE

KISSEL'S SPICED JAM COMMITS TO CHILDREN IN NORTHERN UGANDA

Donates One Dollar per Jar of Online Sales for Awareness and Rebuilding Education

WHEELING, Illinois – August 26, 2009 – Kissel's Spiced Jam, Inc., manufacturers of the world's first and only line of Spiced Jams, announced today that it will donate one dollar per jar of all online sales from its website (www.spicedjam.com) to Invisible Children, Inc., a non-profit organization whose purpose is to raise global awareness of atrocities committed against the children of Northern Uganda, and to help the people of that region rebuild their educational infrastructure. The program begins today, and will run through December 31st of 2009.

“My teenage daughter, Emma, was the one who brought to my attention the work being done by Invisible Children”, states Carla Kissel, President of Kissel's Spiced Jam. “For more than a year now, she has been involved in fundraising activities for them, traveled to Uganda with them, and even camped outside of Harpo Studios in Chicago with them to secure Oprah's help in raising awareness for their cause.” Kissel goes on to say “Our company was already looking to launch a charitable ‘Dollar per Jar’ program online; and we were so moved by the gravity of the situation in Northern Uganda, we chose Invisible Children as an excellent place to start.”

“What Emma did illustrates the purpose of our organization. She inspired her mother's company to take action where it is badly needed”, states Invisible Children Co-Founder, Bobby Bailey. “Kids in Uganda are being routinely abducted and forced to fight as child soldiers in Africa's longest running war. Our mission is to raise awareness of this horror by inspiring youth culture to tell the story, and to help rebuild what has been lost through years of war.” Citing his organization's emphasis on education, Bailey adds “We know the people at Kissel's Spiced Jam are impressed by the way Invisible Children directs its funds, and we think a dollar per jar of their online sales will make a real difference.”

About Kissel's Spice Jam

Kissel's Spiced Jam, Inc. manufactures the world's first and only product line of its kind, pairing fruit and spice combinations that often occur together naturally in wines, teas, and other foods raised from the soil. Using all natural ingredients, the Kissel's Spiced Jam product line consists of six original flavors (including Apricot Rosemary, Blueberry Lavender, Strawberry Basil, Peach Coriander, Cherry Fennel, and Plum Tarragon), all produced using the company's exclusive “open-kettle” cooking technique at the company's plant in Wheeling, Illinois.

About Invisible Children

Invisible Children is a social, political and global movement using the transformative power of story to change lives. By inspiring youth culture to value creativity, idealism and sacrifice, the movement fuels the most effective, adaptable and innovative programs in the world. Programs on the ground focus on long-term development through education and economic opportunities, while awareness and advocacy efforts focus on educating and inspiring the Western world to use their unique voice for change. The organization was created after the release of the 2004 film “Invisible Children: Rough Cut,” a revealing documentary about the plight of child soldiers in northern Uganda.

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For more information about Kissel’s Spiced Jam, Inc., and the Kissel’s Spiced Jam product line, visit the company’s website at www.spicedjam.com.

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