

FOR IMMEDIATE RELEASE  
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### **GRAB A SLICE OF SUMMER – AND HELP KIDS AT RISK**

Everyone is Invited to Free Watermelon Party

Life is Good® Watermelon Party  
Saturday, July 7, noon-5 p.m.  
Peddler's Village

LAHASKA, PA., July 7, 2007 – Life is good.

***simply comfortable*** in Peddler's Village aims to share that good feeling in the community with a free Life is good® Watermelon Party, Saturday, July 7, from noon to 5 p.m. on the Main Green at Peddler's Village. It will benefit the **Life is good® Kids Foundation**.

Everyone is invited to compete in a free watermelon-eating contest, courtesy of *simply comfortable* (your genuine neighborhood Life is good® shoppe, #79 in Peddler's Village).

There will be watermelon painting and special watermelon t-shirts for sale. Proceeds from t-shirt and watermelon sales (and all donations) go straight to the Life is good® Kids Foundation.

#### **A Family-fun Activity for a Good Cause**

Over the past three years, these Life is good® old-fashioned, family-focused events have raised more than \$1.2 million for charities serving children in need.

This year, there will be 100 Life is good® festivals across the country. All of the proceeds go to 501 (C) (3) non-profit organizations that support underserved children. The Foundation supports non-profits that help children, including at risk children and those who have experienced acute trauma in their lives, to access healthy, joyful, and healing play.

#### **About Life is good®**

Life is good®, based in Boston, Massachusetts, spreads good vibes through its colorful collection of apparel and accessories, and the contagious grin of Jake, its optimistic cultural hero. Founded in 1994, Life is good® has expanded its product lines from tee shirts and caps in the early years to a full and varied line of apparel for men, women, and children, as well as an increasing number of accessories categories. Its products are sold in nearly 5,000 retail stores in all 50 states and in 30 countries worldwide.

#### **About the Life is good® Kids Foundation**

All funds received from Life is good® events, like this Watermelon Party, go to charities that support underserved children. The foundation supports non-profits that help children, including at risk children and those who have experienced acute trauma in their lives, to access healthy, joyful, and healing play. It supports Project Joy (<http://www.pjkids.org>), which is applying a systemic and programmatic approach to equipping children's providers and teachers with the tools to significantly impact young lives through play.

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PHOTO: *simply* comfortable (a genuine neighborhood Life is good® shoppe, #79 in Peddler's Village) will host a watermelon party with a watermelon-eating contest on July 7, 2007 to benefit children in need.

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