



## **OLYMPIC GOLD MEDALIST SUMMER SANDERS NAMED SPOKESPERSON FOR SUE BEE HONEY**

**SIOUX CITY, IOWA (Sept. 21, 2010)** Summer Sanders, winner of two Olympic gold medals in swimming, announced her role in the upcoming “Trust the Taste of American Honey” promotion with Sue Bee Honey today during the Annual Meeting of the Sioux Honey Association at the Marina Inn & Conference Center in South Sioux City, Neb.

Sanders became a television correspondent and commentator after winning two golds, a silver and a bronze at the 1992 Summer Olympic Games in Barcelona, Spain. She also is a mother of two.

As official spokesperson for the new promotion, she commented, “I love that Sue Bee Honey is made in the USA. I consider it one of nature’s miracles, and you can include it in all of your foods for a healthier lifestyle. To be a part of a company that wants to send out that message and has those values is just so perfect.”

The nationwide promotion officially kicks off October 15 and will involve promotional elements such as in-store displays, sweepstakes, a virtual kitchen on [trustthetaste.com](http://trustthetaste.com) microsite, magazine ads, banner ads, on-pack peel-offs and bottle-necker coupon offers.