



**NEWS FROM <sup>The</sup> SCHWAN  
FOOD COMPANY™**

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## **Schwan's Home Service to the rescue**

***Company provides funding for "Sons of the Fallen" show honoring sons of fathers killed serving the United States***

**Marshall, Minn. – July 6, 2009** – Sons of American heroes got the break they deserve thanks to the generosity of Schwan's Home Service, Inc., which contributed full sponsorship for the production of ([www.sonsofthefallen.com](http://www.sonsofthefallen.com).) The two-hour television special honors 25 boys, ranging in age from 7 to 17, who lost their fathers serving the United States.

Executives at Schwan's Home Service learned of the show's plight after being contacted by the show's producers and immediately stepped up to help sponsor the TV program.

"When we first heard of this group, we knew it was something we wanted to be involved with," said Schwan's Home Service President Scott McNair. "We were honored to serve quality food to these sons of American heroes."

Schwan's Home Service provided food, production costs and an entire staff of food-line servers to the boys, as well as 22 mentors and more than 20 television crew members for the entire week of production.

The show follows the boys as they work together through daily camp challenges. Camp challenges include climbing the 14,000-foot Pikes Peak and riding in NASCAR-style race cars. Local volunteers joined in to help, along with volunteers from Texas and Arizona.

Schwan's Home Service ended its participation by giving each of the represented families a year's worth of Schwan's® quality frozen food delivered directly to their homes free of charge.

"We couldn't have done it without Schwan's (Home Service)," said "Sons of the Fallen" host Joey T, who is also the host and executive producer of "One Good Turn." "Their full commitment and generous support of the show was the answer to our prayers. They have helped us tell these boys' stories so that more people will become aware and never forget the sacrifices these families have made and are continuing to make for our freedom."

Along with Joey T, who is a former IndyCar racer and Marine, the show was produced with Emmy award-winning Conrad Ricketts, executive producer of ABC's "Extreme Makeover Home Edition," and executive producer Ryan Johnston, and co-executive producer and director Jack Cannon, former director of "Extreme Makeover Home Edition" and CMT's "Gone Country."

Former Atlanta Falcons football player and professional wrestler Bill Goldberg and actor Ryan Merriman, ("Final Destination 3," "Comanche Moon," "Luck of the Irish," "5th Quarter") also contributed their time.

During the show's taping, each boy was knighted at the graduation ceremony. During the ceremony, more than 6,000 Schwan's Home Service employees across the country pulled their trucks over, dimmed their lights and honked their horns 19 times in honor of the 19 fathers who lost their lives serving in the U.S. military.

The inspiration for the show began when Joey T met Major Steve Harrold, who was raising awareness for the troops by selling T-shirts to benefit blind Veteran Kenny Adams of Houston, TX. When Harrold told Joey T about the non-profit organization Knights of Heroes' camp where sons of Americans who died serving the United States spend one week together exploring the outdoors and bonding, Joey T and his wife, Melinda, offered to host the camp at their ranch in Divide, Colorado.

"The idea for the show grew from that serendipitous meeting," Joey T said. "As a nation, we owe it to these boys to help them build confidence in themselves and move forward in life as brave and honorable young men. Ultimately, I think everyone involved in the show learned a great deal from these boys about fortitude – as will everyone who watches it."

"This show isn't about the politics of war," Joey T said. "It's about families who made the choice to serve and sacrificed everything. It's about taking care of those who take care of us."

The show's producers are hoping "Sons of the Fallen" will air this fall. Please stay tuned to your local and broadcast networks.

**Facebook link:** <http://www.facebook.com/pages/One-Good-Turn/75364481457?v=wall&viewas=1537213665>

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#### **About "One Good Turn with Joey T"**

One Good Turn is a reality show that shares individual stories of perseverance while providing these outstanding individuals with an opportunity to have a voice. The show is filmed at the One Good Turn Ranch in Colorado where producers have hopes of creating awareness for these in need. If you would like to send them a story of someone you know who would be a good candidate, email [ogt@aol.com](mailto:ogt@aol.com). For more information please visit [www.onegoodturn.tv](http://www.onegoodturn.tv)

**SCHWAN'S HOME SERVICE, INC.**, a business unit of The Schwan Food Company, markets and distributes approximately 400 fine frozen foods under the Schwan's® brand through home-delivery services. Featured product lines include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items and desserts. Schwan's Home Service, headquartered in Marshall, Minn., has nearly 500 local sales and distribution centers located across the 48 contiguous United States. For more information, visit [www.schwans.com](http://www.schwans.com).

**THE SCHWAN FOOD COMPANY** is a privately held, multibillion-dollar business that manufactures and markets fine frozen foods through home-delivery, retail-grocery and food-service channels. Its many popular brands include Red Baron®, Tony's®, and Freschetta® pizza, Mrs. Smith's® and Edwards® desserts and Schwan's® fine frozen foods. Headquartered in Marshall, Minn., for more than 57 years, the company's subsidiaries employ about 18,000 people in the United States, Canada and Europe. To learn more about Schwan, visit [www.TheSchwanFoodCompany.com](http://www.TheSchwanFoodCompany.com) on the World Wide Web.

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