



FOR IMMEDIATE RELEASE

Non-GMO Project launches Website for Non-GMO Month

New site empowers citizens, organizations and businesses to celebrate non-GMO

BELLINGHAM, WA—As the second annual Non-GMO Month approaches this October, North Americans are becoming savvier than ever to the failures and risks of GMOs (genetically modified organisms). While anti-GMO sentiment picks up speed throughout the blogosphere and social media networks, in grocery stores shoppers are showing a clear preference for non-GMO food. Sales of Non-GMO Project Verified products have skyrocketed to a 24% annual growth rate, faster than gluten-free, fair trade, and every other claim in the natural channel. A new website, www.nongmomonth.org, helps coordinate this burgeoning movement by encouraging the public to celebrate their right to choose non-GMO. The site features an open interface that allows all users to create and participate in non-GMO events during the month of October.

Founded by the Non-GMO Project in 2010, Non-GMO Month offers a focused platform for groups and individuals working to protect a non-GMO food supply and defend consumer choice. Last year nearly 600 natural foods retailers participated in Non-GMO Month by hosting events, distributing educational materials, and featuring Non-GMO Project Verified products on their shelves. This year, the celebration is expanding beyond store walls with a Right2Know March from New York City to Washington, D.C., and grassroots gatherings across the country.

“Americans want out of the GMO experiment,” said Non-GMO Project Executive Director Megan Westgate. “People in Europe and other developed nations don’t eat GMOs or feed them to their families, and we shouldn’t have to either. Non-GMO Month is about celebrating our right to safe, healthy, non-GMO food, and www.nongmomonth.org is a great tool for helping us come together.”

In addition to an events calendar, the new website includes a listing of retailers participating in Non-GMO Month and a Daily Giveaway calendar where visitors can win prizes throughout October.

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The Non-GMO Project is a non-profit multi-stakeholder collaboration committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. Find out more at www.nongmoproject.org