



FOR IMMEDIATE RELEASE

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## Mamma Chia Sponsors Slow Money's 3rd National Gathering

*New Beverage that Seeds the Soul Also Feeds Local Food Systems*



**Bonsall, California** – Mamma Chia is one of the lead sponsors for the Slow Money 3<sup>rd</sup> National Gathering on October 12-14, in San Francisco. The gathering will host over a thousand investors, donors, entrepreneurs, farmers, and activists who are giving birth to the 'nurture capital industry.'

"Imagine the impact of a million people investing 1% of their assets in small food enterprises," says Woody Tasch, founder of Slow Money and author of *Inquiries into the Nature of Slow Money*. "People are hungry for real alternatives to faster and faster, bigger and bigger, more and more global. Investing in local food systems offers a powerful start in a new direction."

Featured speakers at the event include David Suzuki, host of 'The Nature of Things,' Wes Jackson of The Land Institute, and Vandana Shiva, a philosopher and environmental activist named "one of the seven most influential women in the world" by *Forbes* magazine. Janie Hoffman, founder and CEO of Mamma Chia, will participate in a panel discussion, "Giving Something Back: New Visions of Corporate Philanthropy," on Thursday, October 13<sup>th</sup> with Terry Kellogg, CEO, 1% for the Planet, and Mike Hannigan, CEO, Give Something Back Office Supplies.ra

The Slow Money Alliance is a membership organization dedicated to connecting investors to local food systems and catalyzing new forms of social investing and philanthropy for the 21<sup>st</sup> century. Mamma Chia is one of the founding members of Slow Money and donates 1% of its gross sales to support farmers, community groups and organizations that are building healthy, local food systems. "We believe deeply in Slow Money's mission and proudly place their logo on every bottle of Mamma Chia to help raise awareness of this vital movement," adds Hoffman.

**Mamma Chia**, the first-to-market, organic chia seed beverage, brings an entirely new drinking and nutritional experience to consumers. The company is dedicated to offering the highest quality organic chia-based foods and beverages that provide vitality, energy and strength.



### **More...**

Mamma Chia is a conscious and sustainable company that honors and uplifts both the soul of humanity and the soul of the planet. In addition to being a founding member of Slow Money, the company is a Certified B Corporation, and a member of 1% For the Planet.



### **About Mamma Chia's Founder**

Several years ago, Mamma Chia founder Janie Hoffman began a quest to find a diet to address some health challenges. Along the way, she fell in love with the magic of chia, a tiny seed used by both Mayans and Aztecs for its amazing energy and natural healing powers. It is Janie's hope that Mamma Chia's enjoyable drinking experience, exceptional nutrients, along with the company's social mission, will make a meaningful contribution to the planet and its people. Janie and her husband, Lance, enjoy growing avocados and pineapple guavas on their small farm in rural San Diego.



### **About Slow Money**

Slow Money began in 2008 as a movement to build a network of investors and donors and direct new sources of capital towards small food enterprises, organic farms, and local food systems. The Slow Money Alliance connects individuals nationally and regionally around the vision expressed in Woody Tasch's book, *Inquiries into the Nature of Slow Money*, and the Slow Money Principles. **The goal is to get one million people investing 1% of their money in local food enterprises by 2020.**

Slow Money's national gatherings are quickly emerging as a significant new venue for field building and investing. More than 1,000 people attended the first two national gatherings, and more than \$4.25 million has been invested in 16 of the presenting small food enterprises. For more information, or to register for the Slow Money 3<sup>rd</sup> National Gathering, visit:

<http://slowmoney.org/national-gathering/>