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**FOR IMMEDIATE RELEASE**

## ***Bigelow Tea's Annual Community Challenge Celebrates its 20<sup>th</sup> Year***

***Racers, Families, and Local Not for Profits benefit from Bigelow Tea's  
Mission to support the community in which they live***

Fairfield, CT, October 23, 2007 -- Bigelow Tea is proud to announce that it has just hosted its 20<sup>th</sup> Annual Community Challenge fundraiser with the help of a host of enthusiastic volunteers, sponsors and participants. The event raised a record \$60,000, the entirety of which will be distributed to thirteen local area charities. More than 1,000 strong took the "challenge" and participated in Kids' Fun Run, 2-mile walk and 5K race.

The Community Challenge is the brainchild of Cindi Bigelow, President of Bigelow Tea. Two decades ago her goal was to reach out to the community in which her company is headquartered with a vision toward raising funds for local charities. Mission accomplished: this year's event raised a sizeable amount of money, 20% more than last year!

As Cindi reflected, "I am inspired to think that what began as 50 runners raising \$3,000 twenty years ago now attracts over 1,100 participants and raises \$60,000. We have good family fun each year and are now able to help 13 Fairfield- and Bridgeport-based charities whose untiring efforts enrich the lives of women, children and families."

The sponsored charities include: Fairfield Senior Center, Sandcastle Playground, Wakeman Boys & Girls Club, YMCA of Fairfield, Mercy Learning Center, Cardinal Shehan Center, Music and Art Center for Humanity, Center for Women & Families, Janus House, Connecticut Food Bank, Operation Hope, Burroughs Community Center, and Grasmere Eldercare Center.

### **About Bigelow Tea Company**

100 % family owned, Fairfield, Conn.-based Bigelow Tea pioneered the specialty tea category more than 60 years ago. Bigelow takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America's leading specialty Tea Company. The Bigelow Tea line includes more than 80 varieties of flavored, traditional, green, organic, herbal, decaffeinated teas and iced teas-- including America's number one specialty tea flavor, "Constant Comment®".

In 2003, the company purchased and restored the Charleston Tea Plantation. Based on Wadmalaw Island just south of Charleston, South Carolina, the only tea plantation in America cultivates several hundred thousand tea bushes that are descendants of bushes brought from China during the 1800's. The Charleston Tea Plantation has become a "must see" destination for tea lovers and tourists alike who visit the area from around the world and appreciate information and education

about tea in addition to enjoying American Classic Tea and products which are produced from the tea grown on the premises

Bigelow Tea products are available nationwide including grocery, super centers mass merchandisers and health stores. Every variety can be found on the company website, ([www.bigelowtea.com](http://www.bigelowtea.com)), along with an appealing selection of tea chests, tea accessories and other gift items. Tea lovers and enthusiasts will also enjoy interesting and entertaining related stories and facts by visiting the company's blog (<http://www.bigelowteablog.com>).

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