

## Shreddies on a ?Search for Goodness?

Shreddies believes that there's genuine goodness inside every Canadian. Almost everyone can tell a story about someone they know who demonstrates goodness inside them, someone who really makes a difference in their community. To celebrate this goodness, the iconic homegrown cereal has begun a nationwide search for stories with its ?Search for Goodness?.

This is an opportunity to share some good. Canadians are asked to nominate someone from their family, friends or community who spreads genuine goodness by going above and beyond to make a difference in the lives of many.

?Last year's inaugural ?Search for Goodness? proved that we really are a nation that strives to do good,? said Melissa Marchesano, Product Manager for Shreddies. ?When we do good, we feel good, and for the second year in a row we're looking for someone who embodies genuine goodness and deserves recognition for their selfless commitment to their community.?

?Life has taught me that every town, neighbourhood or community organization needs the support of volunteers who care. Whether it's lending a hand at a local soup kitchen or the hockey arena, a little help goes a long way,? said Greg Epp, whose story was selected as part of last year's inaugural ?Search for Goodness?. ?I'm thrilled that Shreddies continues to celebrate the everyday people who make their communities a better place.?

Shreddies will review the nominations and shortlist five genuinely good people and their stories. Then, Canadians will be asked to vote on the story they believe should be shared across the country. Each genuinely good person will be featured with a voting page that will include their story. Shreddies believes it's the least it can do to show thanks for all the goodness these people bring to others. The selected story will be announced in March 2014 and will be told in a Shreddies' national television spot. Nominations can be submitted by November 24, 2013 by visiting [www.searchforgoodness.ca](http://www.searchforgoodness.ca)

Additional information for the Shreddies' ?Search for Goodness? can be found at [www.searchforgoodness.ca](http://www.searchforgoodness.ca), [Facebook.com/Shreddies](https://www.facebook.com/Shreddies) or [@ShreddiesCanada](https://twitter.com/ShreddiesCanada) on Twitter.