



## **Luvo Announces Russell Wilson as Brand Ambassador**

### **Company Welcomes Seattle Seahawks Quarterback and Passionate Community Leader to the Nutrition-Focused Team**

**VANCOUVER** (June 4, 2015) - Luvo Inc., a forward-thinking frozen food company that offers chef-inspired, nutritionist-approved meals made from high quality ingredients, announced today its newest brand ambassador, Russell Wilson, quarterback of the Seattle Seahawks. As a brand ambassador, Wilson will help Luvo in its mission to bring communities accessible and affordable nutritious frozen meals made with whole grains, fruits, vegetables, and lean proteins, combined with delicious flavors.

“Healthy eating is crucial for peak performance,” said Russell Wilson. “I believe this is an important message, especially for our youth, which is why I’m excited to be working with Luvo, so we can inspire and enable others to eat nutritious food and live an active lifestyle.”

26 year-old Wilson is a Super Bowl Champion, two time Pro-Bowl quarterback, and the 2012 Rookie of the Year recipient. While a leader on the field, Wilson is also known for his leadership off the field as well. After his father passed away from complications with diabetes at the age of 55, Wilson has become an advocate for raising awareness among younger generations about the importance of healthy eating and staying active.

“Russell is not only a Super Bowl champion, he is a respected influencer and passionate leader for healthy lifestyle initiatives,” said Christine Day, Chief Executive Officer at Luvo. “From his creation of the Passing Academy camp and through his own non-profit, Why Not You Foundation, Russell represents exactly what we support as a company and we’re honored to welcome him to the Luvo team.”

Luvo’s Brand Development Officer, Derek Jeter and brand ambassadors like Wilson have a unique and defining partnership as investors in the Company and its commitment to giving consumers more convenient ways of getting better tasting, better-for-you meals made from wholesome ingredients. In recognition of these aligned interests, Luvo will support Wilson’s various volunteer initiatives throughout the year including his Passing Academy camp, with the goal of teaching children and their parents about how nutrition can positively impact their lives.

“I’ve always admired Derek Jeter and was first introduced to him at a Mariners game last year,” said Wilson. “After speaking with Christine Day and Derek at the game, it was clear we all have a passion for great food and teaching others about the importance of eating healthy and staying active, which is why partnering with Luvo was an easy choice. It has also led to Derek and me working together on The Players’ Tribune, another place where we can connect with our fans.”

To kick off the Luvo partnership, Wilson provided his team with a wide array of Luvo’s bold and flavorful meals at a special training trip in Maui. Luvo’s team had the pleasure



of joining in on the fun, and a behind-the-scenes take is available on the Fresh Blog at [www.Luvoinc.com](http://www.Luvoinc.com).

This summer, Wilson will be bringing a taste of Luvo to his fans in the Seattle area. On behalf of Wilson, Luvo and Haggen Food Grocery Stores will team up to give away free Luvo meals and a \$1.50 off coupon. By following Luvo on Facebook and Twitter, fans will find out when the summer give-away will be coming to a Haggen store near them.

Luvo offers a wide range of globally inspired entrees, pizzas, and burritos at major retailers throughout the nation, including Haggen, ShopRite, Kroger, Meijer, HEB, Publix, Safeway and more. Luvo is also available on select Delta Air Lines flights and online at Amazon.com. For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>.

### **About Luvo**

Luvo was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health-sustaining.