



Contact: Kelly Urban
Formula
619-234-0345
urban@formulapr.com

For Immediate Release

KASHI® COMPANY LAUNCHES DAY OF CHANGE™ TOUR *Cross-Country, Grassroots Campaign Will Educate Communities on Healthy Eating And Inspire Individuals to Achieve Their Best Life*

LA JOLLA, Calif. (April 20, 2006) – *Kashi* Company, the premier natural food products company, is on a mission to inspire healthy change in communities across the nation. On April 23, *Kashi* team members will launch the *Day of Change* tour, a seven month, cross-country campaign designed to help inspire people make healthy changes in their lives. Attendees will experience a combination of interactive exhibits including natural food cooking demonstrations, a *Kashi* product tasting tent and hands-on yoga training to encourage overall well-being.

Kashi is kicking off the 13-city *Day of Change* tour in its hometown of San Diego, hosting its premier event at the annual Earth Fair celebration at Balboa Park on Sunday, April 23, and at several retail locations throughout the city the following week.

“*Kashi* has been a pioneer in the natural foods industry for over two decades, and we are passionate about educating and inspiring individuals to achieve optimal health,” says Jeff Johnson, *Kashi* brand manager and nutritionist. “Our *Day of Change* tour is an ambitious undertaking but we are excited to introduce people all over the country to the *Kashi* mission of healthy eating for healthy living.”

Kashi's grassroots campaign will travel to 13 major cities across the U.S., featuring more than 125 unique events nationwide. Using the tour as a platform for change, *Kashi* hopes to educate individuals about the benefits of incorporating whole grains into their everyday diet and how to select great tasting foods that provide optimal nutritional benefits.

“The *Day of Change* is designed to offer a physical, emotional and educational experience,” says Johnson. “We want every attendee to walk away feeling inspired to make a commitment to achieving a healthy lifestyle and better informed on how simple it is to make those changes.”

As a crucial part of the campaign, all attendees are encouraged to initiate their own personal change by making a simple pledge online at www.Kashi.com, such as to eat an apple a day, walk for 30 minutes, three days a week or even watch less television, as their first step to embracing a healthier lifestyle.

The *Kashi Day of Change* tour will travel to the following U.S. cities through November 2006:

San Diego	April 23 – May 6
Sacramento	May 9 – 16, June 4 - 6
Seattle	May 20 – 23, June 17 - 21
Los Angeles	May 28 – June 1, July 4
San Francisco	June 9 – 11, June 25 – 29
Portland, Ore.	July 7 – 16
Spokane, Wash.	July 18 – 23
Minneapolis	August 4 – 13
Boston	September 1 – 10
Tampa	September 23 – 30
Denver	October 6 – 15
San Antonio	October 20 - 29
Phoenix	November 3 – 12

Kashi will host multiple, standalone events in each city, visiting natural food stores and grocery stores across the country, and will also participate in local community events including road races, charity walks, health expos, and fairs. All *Day of Change* events are free and open to the public.

About *Kashi* Company

Founded in 1984, *Kashi* is a company on a mission to redefine how people eat to achieve their best lives. As a pioneering health food brand, *Kashi* is dedicated to providing great tasting, healthy and innovative foods that enable people to achieve optimal health and wellness. Its products are natural, minimally processed, and free of highly refined sugars, artificial additives and preservatives. *Kashi* brands include: GOLEAN[®] cereals, bars, shakes and waffles; Kashi[®] Heart to Heart[®] cereal, instant oatmeal and waffles; Kashi[®] 7 Whole Grain Puffs, Honey Puffs, Nuggets and Flakes cereals; Kashi[®] Good Friends[™] and Kashi[®] Good Friends Cinna-Raisin Crunch[™] cereals; Kashi[®] Mighty Bites[™] cereal; Kashi[®] Organic Promise[™] cereals; *Kashi*[®] TLC[™] Crackers, Crunchy Granola Bars and Chewy Granola Bars; and Kashi[®] Pilaf. For more information visit www.kashi.com.

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