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SYNGENTA AND GIBBS & SOELL RECOGNIZED FOR CAUSE BRANDING CAMPAIGN IN NATIONAL PR COMPETITION

Key Messages:

- The Weeding out Hunger cause-marketing campaign created by Gibbs & Soell and launched for Syngenta has been recognized with an honorable mention in the 2011 PR News Awards for outstanding corporate social responsibility in the category of cause branding.
- Gibbs & Soell is a global independent public relations agency and leader in agribusiness communications that is proudly celebrating its 40th anniversary.
- Syngenta is one of the world's leading companies dedicated to bringing plant potential to life.

WASHINGTON, March 10, 2011 – **Gibbs & Soell Public Relations** and its client **Syngenta** have been recognized with an honorable mention in the 2011 PR News Awards for outstanding corporate social responsibility in cause branding for the **Weeding out Hunger™** with Halex® GT cause-marketing campaign. PR News awards programs provide PR professionals the opportunity to showcase their best communications initiatives of the year and salute outstanding performances in strategic thinking, creative problem solving, and social responsibility. Agencies, organizations and communications professionals were honored in 27 different citizenship and 7 legal PR categories at the PR News Awards luncheon, which was held in Washington at the National Press Club.

The recognition was bestowed on the Weeding out Hunger campaign, which was created by Gibbs & Soell and launched in early 2010. After learning more than 49 million Americans suffer from hunger, and at the same time experiencing the impact of a national recession, Syngenta introduced its Weeding out Hunger campaign to engage growers in supporting food banks in corn-growing regions of the United States. The effort also created a positive way for Halex GT to stand out in the marketplace and allowed Syngenta to work toward its mission of helping to feed nine billion people by 2050.

The Weeding out Hunger campaign was showcased at nine trade shows and several industry events. Attendees were encouraged to donate non-perishable food items and to register to win a \$500 donation to the food bank of their choice. In addition, the campaign made several donations to local food banks in the cities where these shows were held.

The campaign also went on the road with food collections at grocery stores and industry events. The two Weeding out Hunger trucks made 90 stops in 11 states over the course of eight weeks. To conclude the road show, more than 70 Syngenta employees volunteered and hosted an event in Greensboro, N.C., where more than 3,500 pounds of food were donated.

“The Weeding out Hunger campaign has allowed us to help our neighbors and has brought us one step closer to achieving our central mission,” said David Pinon, senior communications manager at Syngenta. “We hope this campaign persuades others to share our passion in helping fight hunger in America.”

Through this campaign effort more than five tons of food were collected and distributed throughout the corn-growing regions of the United States, and \$100,000 of 2010 Halex GT sales was donated to 78 Feeding America food banks in 24 states.

“Gibbs & Soell is honored to take part in such a noteworthy campaign with Syngenta and is proud to raise awareness for a cause that affects millions of people throughout the country,” said Kerry Henderson, senior vice president and managing director, Gibbs & Soell. “This campaign demonstrates the powerful things that can be achieved when the agricultural community comes together.”

Widely recognized as the leader in **agribusiness and food public relations**, Gibbs & Soell also offers world-class **communications expertise** in advanced manufacturing and energy, consumer lifestyle, building solutions, greentech and sustainability, professional services, and technology and general science.

Gibbs & Soell is an **independent public relations agency** celebrating its 40th year in business. **Headquartered in New York**, G&S has full-service offices in Chicago, Raleigh, N.C., and Zurich, Switzerland. The **G&S global network** extends across nearly 40 countries and includes Cosmo PR in Tokyo, Inhere Communications in Beijing and Shanghai, and the Public Relations Organisation International partnership. For more information, please visit www.gibbs-soell.com.

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