

Atkinson's American Flag Mint Twists—bite-size peppermint candy pillows with red, white, and blue striping. A portion of the proceeds will be donated to the Red Cross. "Our candy was introduced directly after Sept. 11. The item number on the jar is actually 91101," says Andria Grossnickle, sales & marketing coordinator for Atkinson Candy Co., Lufkin, Texas.

Celestial Seasonings brewed up an idea to help out. It created Tea for America, a black tea similar to the kind our forefathers dumped in Boston Harbor, that is being packaged in a patriotic 60-bag box designed by renowned folk artist Warren Kimball. "We're

doing this because, when the bombings occurred, like everyone else in America we felt miserable and helpless," says Mo Siegel, founder of Boulder, Colo.-based Celestial Seasonings, and vice chairman of The Hain Celestial Group in Uniondale, N.Y. "We've always had a tradition of printing information about causes on our boxes, and this was a way we could help."

The suggested retail price is around \$2.99, and 100 percent of Celestial Seasonings' profits are going to the Red Cross. The goal is to raise \$1 million, keep the brand alive, and move on to another charity. "We are offering the retailers their same margins, and if they want to volunteer some of that margin to the Red Cross they can," says Marty Hogan, brand manager. Because Celestial Seasonings specializes in herbal teas, Tea for America isn't expected to cannibalize its core brands.

### 'The fabric of America'

Seattle-based Jones Soda Co. expects to raise \$100,000 for the Red Cross through its Patriot Pack—a 24-pack of red (Fufu Berry), white (cream), and blue (Blue Bubblegum) sodas. The labels contain photos taken by a Jones Soda employee at memorials for the Sept. 11 victims at Seattle Center and Alki Beach in Seattle.

Inkworks, a trading card manufacturer based in Raleigh, N.C., has produced shots of Americana that display "the fabric of America"—including a pair of Levi's. There are also shots of the Statue of Liberty, the Golden Gate Bridge, a mansion in Charleston, and a combine working a cornfield in the Midwest. The cards have become a hit with schoolchildren. "All of our pictures relate to positive images. When you

view the whole set it makes you feel good," says Allan Caplan, president.

The cards double as stickers. "This way the kids can collect them as cards or put them on their books, lockers, and doors," Caplan says. He was expecting business to pick up because of the Winter Olympics. "Why everyone dropped

each of its United We Stand Truffle Bars to the Red Cross, but shied away when the Red Cross required the donation to be 100 percent of the retail value. "We said we had no way of accounting for that; besides, we are a really small company and can't afford it," says Terry Wakefield, chief chocolate officer.

Seattle Chocolate opted to donate to Mercy Core, a charity that provides assistance to kids that lost parents. "We wanted something that went for sure to help. There are a lot of concerns back there of money being raised and nothing happening with it. A lot of the kids are now afraid of the dark, and that sort of thing. We've raised about \$7,400 so far, and that

can go a long way toward flashlights and Teddy bears," Wakefield says.

Seattle Chocolate initially decided to do something because it lost its original building in last year's great earthquake. "We went through a pretty traumatic year, so when this happened in New York, our people said we really should do something to help," he says, adding that the bar was designed in five hours.



Masterfoods' red, white, and blue M&M's were turned into a fundraiser that collected \$3.5 million for the Red Cross.

the ball on patriotism is beyond me," he says. "We're going to have another set available for July Fourth."

While a typical pack of trading cards retails for up to \$2.99, Inkworks is selling American Pride for 99 cents a pack. "That is unheard of in this business, but we wanted them to be available to everyone," he says. Still, Caplan has run into some resistance. "A couple of the chains we called on about eight weeks after the

### Open hearts and wallets

Since Sept. 11, manufacturers have raised millions for the American Red Cross and other charities. These are some of their efforts.

Product	Manufacturer	Total Amount Raised as of March 1 (or goal)	Charity
M&M's	Masterfoods USA	\$3.5 million	Red Cross
Celestial Seasonings	Hain Celestial	\$1 million	Red Cross
American Forever greeting cards	American Greetings	\$250,000 (\$450,000)	Red Cross
Little Patriots diapers	Paragon Trade Brands	\$175,000	Red Cross
Jones Soda	Jones Soda	\$52,000 (\$100,000)	Red Cross
Laurel United We Stand tissue	Global Tissue	50 cents per case	Widows and Orphans Fund Twin Towers Children's Fund New York State World Trade Center Fund
American Pride sticker-cards	Inkworks	\$100,000	Red Cross Liberty Fund
United We Stand truffle bar	Seattle Chocolate	\$7,400	Mercy Core
Stars 'n Stripes chewing gum	Ford Gum & Machine	10% of sales	Red Cross Disaster Relief Fund

attack said, "We had our patriotic merchandise and it is over. We're not bringing anything new in." It just amazes me," he says. Nonetheless, he still expects to raise \$100,000 for the Red Cross.

While the Red Cross is the beneficiary of many of the patriotic products, others have opted to go with smaller charities. Seattle Chocolate Co. originally wanted to donate 25 cents from

Global Tissue Group has also opted to seek out smaller charities, donating 50 cents from each case of its Laurel United We Stand facial tissues to the Widows and Orphans Fund, Twin Towers Fund, and the New York State World Trade Center Fund. Each box prominently features the New York skyline with the Twin Towers over an American flag and soaring eagle. "The

response to our Laurel World Trade Center tissue has been terrific," says Philip Shaoul, v.p., director of marketing, at the Holbrook, N.Y.-based firm. "Our first run of eight trailers sold out, and we are going into our second run," he says.

The tissues have been a hit with firemen and police officers, and Global has donated several cases to station houses. "We created this item because we wanted to do our part to help gear up the troops, the heroes, the country, and to help the various charities," he says. Demand has exceeded expectations. "To our surprise, we are finding people are buying two or three boxes, one to use, one for the dashboard in their car, and a couple for keepsakes," Shaoul says.

But not all products have been well-received. Ford Gum, best known for its charity gumball machines, introduced 16-ounce jars of Stars 'n Stripes red (cherry), white (peppermint), and blue (grape) chicle gum for the retail trade, with 10 percent of profits going to the Red Cross. "Sales have been fair, but it really didn't take off," says Steve Gold, senior v.p., sales & marketing at Ford Gum & Machine Co. in Vernon Hills, Ill. "People were concerned that we were being opportunistic on the tragedy, and they tended to shy away from it." However, he says, some large accounts have begun to take a second look at the gum.

While sales were initially strong at Seattle Chocolate, they have begun to slack off. "People's memories really are short. They don't like to keep bad news on the brain. Then all of the bad publicity around the funds raised but not dispersed made it a bit of an issue for retailers to buy the product because they were afraid of complaints," Wakefield says. ■