

Sample Standard Press Release Form

(print on letterhead)

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SELDOM-DONE GRAPHICS REDESIGNS STAFF O' LIFE PACKAGING

St. Paul, MN. Seldom-Done Graphics has redesigned the packaging for Plains Baking Company's popular Staff O' Life brand all-natural breads. According to Morris Minor, Principal of Seldom-Done, the new design represents, "An evolution in combining contemporary graphics with more extensive consumer nutrition information."

Plains Baking first introduced the Staff O' Life line of six all-natural breads five years ago. The Company initiated the packaging redesign this year to provide even more of the healthy-eating tips and nutritional information that have become increasingly popular with consumers, as well as a hallmark of Staff O' Life products.

The newly-packaged Staff O' Life breads will be first distributed the week of July 15.

Seldom-Done Graphics provides packaging and other graphic design services to firms throughout the upper midwest from offices in St. Paul.

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ENCL: photograph with caption