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KIM BURTON TEAMS UP WITH LIBBY'S VEGETABLES TO CELEBRATE VICTORY AT THE DINNER TABLE

Mom-On-The-Go Embarks on Road Tour to Encourage Families to Share their Winning Solutions for Getting Back to the Table

Marion, NY (April 1, 2009) – This spring, Kim Burton, wife of NASCAR driver Jeff Burton, is partnering with Libby's Vegetables to encourage moms to connect with each other and share their winning solutions for getting back to the dinner table during these economic times. Burton will be on-site at the Libby's Get Back to the Table tent at four major speedways - Dallas/ Ft. Worth, Phoenix, Charlotte and Dover - sharing her winning solutions and connecting with fellow moms.

According to a recent USA Today/Gallup Poll, more than 80 percent of families are cutting back on dining out and reducing out-of-house entertainment altogether, demonstrating that families nationwide are resorting to ingenuity to stay connected and keep family time fun.

"Family mealtime is an integral part of my family's daily routine, but with horseback riding lessons, quarter midget racing and weekends at the track, it can be a challenge," commented Burton. "My winning solution for making mealtime a reality is keeping meals simple - whether it's letting the slow cooker do the work or patching together a recipe with ingredients from the pantry. I'm excited to partner with Libby's Vegetables to encourage moms across the country to help each other by sharing their winning solutions."

Families can visit their local race track in Dallas/ Ft. Worth, Phoenix, Charlotte and Dover or submit their winning solutions online at GetBacktotheTable.com. The best tips and suggestions will be featured in Libby's "Table Talk Guide", which will launch this September during Get Back to the Table month.

"We're partnering with Kim Burton to continue Libby's tradition of underlining the value of family dinners," explained Bruce Wolcott, Vice President of Marketing at Seneca Foods, Libby's Vegetables parent company. "Kim is a loving, modern, on-the-go mom who strives to make time for her family and her community. We are very inspired by her dedication to her family and know that she can help encourage families nationwide to make dinnertime a cherished part of their daily schedule."

Libby's Table-Gating Recipe Contest

Also launching at select speedways and online is the Libby's Table-Gating Recipe Contest, a nationwide contest that will send five lucky finalists to New York City this September to compete in the Get Back to the Table month recipe cook-off judged by country superstar Sara Evans. Moms and dads can submit their family's favorite tailgating recipes using Libby's Vegetables at the Libby's tent at the race tracks or online at GetBacktotheTable.com. A winner from each of the four tracks, as well as an online winner, will compete in the cook-off and the grand prize winner will receive a family trip to Daytona, FL. The contest ends June 30, 2009.

To learn more about Libby's Vegetables' Get Back to the Table Tent at select race tracks this spring, families can log on to GetBacktotheTable.com. The site also features tips for saving time and money at the grocery store, tools for meal planning and an interactive recipe database of easy, delicious, budget-conscious recipes.

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About Libby's Vegetables

Libby's, the nation's third largest brand of canned vegetables, has been a staple on American dinner tables since the 1880s. With over 60 different varieties, it offers among the industry's most complete lines of canned vegetables, including Libby's Naturals, with no added sugar or salt, and Libby's Organics. Since 1983, Libby's Vegetables have been produced and distributed by Marion, NY-based Seneca Foods Corporation, an independent, publicly-traded, fully integrated food processing company. For more information on Libby's and Seneca Foods visit SenecaFoods.com, and for information on Libby's Get Back to the Table mission visit GetBacktotheTable.com.