



## **BALL® Brand Fresh Preserving Products by Newell Brands Celebrates 7th Annual Can-It Forward Day**

August 3, 2017

**Month-Long Preserving Summer Canning Series welcomes new and experienced canners across America to preserve summer flavors to enjoy year-round**

FISHERS, Ind., Aug. 3, 2017 /PRNewswire/ -- Sharing is at the heart of home canning and something created by hand, and made with love, is what fills each jar. To continue honoring this cherished tradition, Ball® Brand Fresh Preserving Products by Newell Brands is celebrating the 7<sup>th</sup> Annual Can-It Forward Day. On August 5, 2017, Ball® Brand Fresh Preserving Products by Newell Brands invites new and seasoned canners to come together to celebrate the act of canning and sharing the season's bounty.



Throughout the month of August, Newell Brands, Makers of Ball® Brand Fresh Preserving Products, is encouraging canners across America to preserve peak summer flavors and enjoy their favorite fresh from the garden recipes all year long. To kick off the celebration, the brand is launching a *Preserving Summer Canning Series* with four digital classes, which will be led by canning expert Jessica Piper and special guests Kate Taylor from [Cookie + Kate](#), Marisa McClellan from [Food in Jars](#), Linda Taylor from [Garden Betty](#) and Heather Thoming from [Whipperberry](#). Hosted on the [Ball Canning Facebook page](#), the classes will feature four popular canning categories – Salsa, Jams, Pickles and Condiments – and take participants through a step-by-step tutorial. The class schedule with feature recipes are:

- Saturday, August 5: Corn and Cherry Tomato Salsa – 7<sup>th</sup> Annual Can-It Forward Day
- Wednesday, August 9: Mixed Berry Jam
- Wednesday, August 16: Bread & Butter Pickled Beets and Sweet Pickled Radishes
- Wednesday, August 23: Siracha Ketchup & Habanero Apricot Jelly

"Canning is an easy and rewarding way to preserve and share peak summer flavors, but we recognize for many the process may feel intimidating," said Jessica Piper, Fresh Preserving canning expert at Newell Brands. "The Ball *Preserving Summer Canning Series* and Can-It Forward Day were created to bring new and veteran canners together to share knowledge, learn how easy the canning process can be, and to share a taste of their homemade creations with friends and family throughout the year."

To encourage continued sharing and giving through home canning, in partnership with Feeding America®, Newell Brands will donate four meals for every package of the Ball® Collection Elite® Sharing Jars purchased.\*

"Can-It Forward Day is a moment in time to celebrate and recognize how meaningful the act of canning can be," said Marta Aebischer, Fresh Preserving Vice President of Marketing at Newell Brands. "We strive to be the go-to resource for at-home canning innovation and inspiration, and are

pleased our Feeding America partnership allows canners across the country to make a difference through canning."

For more information about Can-It Forward Day and Ball® canning products, visit [FreshPreserving.com](http://FreshPreserving.com) and [FreshlyPreservedIdeas.com](http://FreshlyPreservedIdeas.com) or find the brand on [Facebook](#), [Instagram](#) and [Pinterest](#).

*\*Newell Brands® will donate \$0.36 per package of Sharing Jars sold, up to \$150,000 provided to Feeding America®. \$1 helps provide 11 meals secured by Feeding America® on behalf of local member food banks.*

#### **About Newell Brands**

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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