



## Jars From The Stars! Jarden Home Brands To Host Ball® Brand Mason Jar Celebrity Auction With No Kid Hungry®

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### Manufacturer of the iconic Ball brand canning jar and No Kid Hungry join to help end childhood Hunger

FISHERS, Ind., July 30, 2015 /PRNewswire/ -- Jarden Home Brands, manufacturers of the iconic Ball® brand canning jar, is proud to announce its collaboration with No Kid Hungry®, which is ending childhood hunger in this nation by ensuring all children get the healthy food they need, every day. Organizations committed to sharing resources to make healthy, fresh food accessible to all, Jarden Home Brands and No Kid Hungry, a campaign of national anti-hunger organization Share Our Strength, are proud to come together to provide an exciting way for people nationwide to contribute to this important cause via the Ball Mason Jar Celebrity Auction. On Saturday, August 1, Jarden Home Brands will launch the Ball Mason Jar Celebrity Auction during its fifth annual [International Can-It-Forward Day](#) webcast on FreshPreserving.com. With 100% of proceeds benefitting No Kid Hungry, a collection of autographed and filled Ball Heritage Collection Pint Jars in Purple will be unveiled. Celebrity chefs, athletes and television stars have all contributed to the auction. No Kid Hungry supporters, home canners and others interested in contributing can visit eBay Giving Works on August 1 to bid on the collection with all proceeds benefitting No Kid Hungry.

"We're thrilled to work with Jarden Home Brands on this unique program to rally support for No Kid Hungry," said Chuck Scofield, Share Our Strength's Chief Development Officer. "We believe everyone has a strength to share in the fight to end childhood hunger, and this initiative allows everyone from celebrities and chefs to their fans and home cooking enthusiasts to play a role in making No Kid Hungry a reality."

The Ball Mason Jar Celebrity Auction highlights the many ways to make and share using the Ball canning jar. More than 35 celebrity jars are included in the auction, filled with items such as chili pepper, tea, seed packets, unique recipes and even one bizarre squirrel tail! All jars auctioned by Jarden Home Brands are limited edition Ball Heritage Collection Pint Jars in Purple, which celebrate the 100<sup>th</sup> anniversary of the Ball Brothers' "Improved" mason jar and are the final release in a three year Heritage Collection series.

"We're dedicated to helping our canning community provide safe and effective ways to feed their family, so working with No Kid Hungry to help end childhood hunger in the broader community was a natural fit with our mission," said Chris Carlisle, General Manager of Fresh Preserving at Jarden Home Brands. "We also love inspiring and seeing the creativity of our fans beyond canning, from inventive recipes to clever DIY home solutions. To support No Kid Hungry, our celebrity partners have created many one-of-a-kind offerings for the Ball Mason Jar Celebrity Auction. Whether someone is a canner or a collector, they're sure to love this collection of truly unique items that support making a difference in their community."

No Kid Hungry is ending childhood hunger in America by ensuring that kids start the day with a nutritious breakfast and have healthy meals in the summer, and that their families learn the skills they need to shop and cook on a budget. Since the campaign's launch, No Kid Hungry and its partners have connected kids struggling with hunger with more than 345 million additional meals.

For more information about the Ball Mason Jar Celebrity Auction or Ball brand home canning products visit [FreshPreserving.com](#) and [FreshPreservingStore.com](#). For tips on how to reference Jarden Home Brands and Ball canning products in communications please visit: <http://www.freshpreserving.com/sites/default/files/journalistsTips.pdf>.

#### About Jarden Corporation

Jarden Corporation is a well-diversified, global consumer products company with a portfolio of over 120 trusted, quality brands. Jarden's record of strong financial performance and organic growth is supported by a focused operating culture coupled with value enhancing acquisitions and shareholder focused capital allocation. Jarden operates in three primary business segments through a number of well recognized brands, including: Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Envirocooler®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, Millefiori®, NUK®, Pine Mountain®, Quickie®, Spontex®, Tigex®, Yankee Candle® and YOU®; Outdoor Solutions: Abu Garcia®, AeroBed®, Berkley®, Campingaz® and Coleman®, Dalbello®, ExOfficio®, Fenwick®, Greys®, Gulp!®, Hardy®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, PENN®, Rawlings®, Shakespeare®, Squadra®, Stearns®, Stren®, Trilene®, Volk® and Zoot®; and Consumer Solutions: Bonaire®, Breville®, Cadence®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rainbow®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®. Headquartered in Florida, Jarden ranks #348 on the Fortune 500 and has over 30,000 employees worldwide. For further information about Jarden, please visit [www.jarden.com](http://www.jarden.com).

#### About No Kid Hungry

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at [NoKidHungry.org](http://NoKidHungry.org).

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