

Hollywood Stars Enjoy Swag Bag Heaven at 2010 Golden Globe Awards



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Award trophies are nice, but what do big name movie stars like Kate Winslet, Matt Damon, Penélope Cruz and Hollywood party-goers really crave besides a little extra attention?

How about those swanky loot bags loaded up with ultra-premium goodies handed out at different venues held before the 67th Golden Globe ceremonies happening this Sunday in Beverly Hills, California.

This year a number of Canadians representing a variety of premium lifestyle products will be on hand to showcase their wares during ceremonies leading to the Awards night, including a reception sponsored by the Canadian Consulate.

One of the trophy products included in the swag bag extravaganza is riceworks®, the Gourmet Brown Rice Crisp from Vancouver-based Snack Alliance Inc. The riceworks® snack is one of the carefully chosen premium Canadian products tucked away in the posh swag bags that award winners, nominees and select party-goers receive when they drop by the Oh Canada gift lounge at the Beverly Hills Peninsula Hotel prior to the Sunday show.



"Everybody loves the swag bag hoopla, and it's a fabulous way to showcase our [gourmet products](#)," says Tricia Ryan, Director of Marketing for riceworks®, and leading promoter for the brand. "We're joining other premium products like Heather Stewart's famous Lilyfield Cakes and Jamie Macfarlane's Northern Ice Vidal Icewine as prime examples of what Canada brings to the world's table. We're in good company."

A Perfect "Oh Canada" Launch Party

A number of nominated Canadian actors and film directors including Christopher Plummer and Jason Reitman have been invited to attend the Canadian Consulate sponsored event where riceworks® will be touted and tasted.

For Ms. Ryan, the chance to meet and schmooze some big names affords her the opportunity to also promote "Show Us Your Goodness," a riceworks®-sponsored social campaign that invites consumers to nominate and vote online for the charitable program they believe has gone the extra mile to "serve the greater good." "Not only will we have a chance to show off our products, we'll have a chance to spread the good word for our charity program," says Ms. Ryan.

Contest details are available at www.showusyourgoodness.com.

About Snack Alliance Inc.

A privately owned company, Snack Alliance Inc. is a market-leading provider of branded and private label snack foods in North America. The firm's signature product, riceworks® Gourmet Brown Rice Crisps, is a gluten-free snack that has won kudos from the celiac community. For those who need to live a gluten-free lifestyle, riceworks is a tasty and popular snack alternative.

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