



April 14<sup>th</sup>, 2020

**PRESS RELEASE**

**Lycored calls on industry to write to a stranger  
during coronavirus crisis**

Lycored is calling on the nutrition industry to reach across the quarantine divides and nourish people in need of connection during the coronavirus crisis.

The leader in “cultivating wellness” is encouraging industry professionals to write an anonymous note of encouragement, appreciation or general positivity to a stranger. The letters will be printed and included in meals being delivered to seniors and homeless people.

Lycored’s partner in the initiative is Food4hungry.org, one of the largest food banks in California. It is based in Monterey County, close to the farms where Lycored grows tomatoes for its range of natural wellness products. For every “note of nourishment” that is written, Lycored will add fresh fruit or vegetables to a delivery.

Golan Raz, Head of Lycored’s Global Health Division, said: “In these times, the nutrition industry has the potential to play an important role. With many of us at home, we are checking in with ourselves and reflecting on the good things we have, what sustains us and what matters most. At the same time, we have a wonderful opportunity to find ways to reach across the quarantine divides. We can nourish our bonds and support others, physically, mentally and spiritually. We hope everyone can devote a little time to this small, simple, friendly task.”

The ‘Letters to a Stranger’ initiative is hosted at [www.littleglowapp.com](http://www.littleglowapp.com), where users can also download Lycored’s wellness app – littleglow. It is a twist on the company’s ongoing ‘Letters of Love’ campaign, which for the past three years has encouraged hundreds of thousands of people to exercise self-love by sending themselves a letter.

Zev Ziegler, Head of Global Brand & Marketing, Health, at Lycored said: “In everything we do, Lycored is dedicated to nourishing, balancing and sustaining wellness, and to doing social good. They say a stranger is just a friend you haven’t met yet, and that’s never been more true. With so many of us currently isolated from each other, it’s important to find new ways to connect, even if only virtually. This is a time for people across the world to reflect on what joins us together and we want the whole industry to join us.”

You can spread some and cheer to those who need it at [www.littleglowapp.com](http://www.littleglowapp.com)

### **About Lycored**

Committed to 'Cultivating Wellness', Lycored, part of Adama Group, is an international company at the forefront of unearthing and combining nature's nutrition potential with cutting edge science to develop natural ingredients and products. Established in 1995 in Israel, Lycored is the global leader in natural carotenoids for food, beverage and dietary supplement products. For more information visit [www.lycored.com](http://www.lycored.com).

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