



**For Immediate Release**

**\*\*High-Res Images Available\*\***

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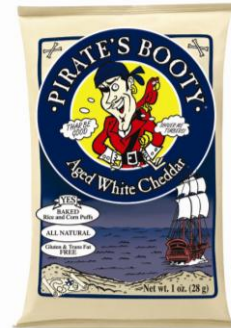
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## **Pirate's Booty and Diana Taurasi Team up to Score Points for After-School All-Stars**

*#1 Natural Snack and WNBA Superstar Announce Participation in Hoop Heroes Youth Fundraising Initiative*

**Sea Cliff, NY (June 20, 2011)** – *Pirate's Booty*, leader and manufacturer of all-natural snacks, is pleased to announce its participation with Diana Taurasi of the WNBA's Phoenix Mercury in Hoop Heroes, a fundraising initiative that benefits After-School All-Stars (ASAS), a 501(c)3 charity that provides free after-school programs to disadvantaged youth across the nation.

Pirate's Booty will donate \$10 for every point WNBA All-Star Guard, Taurasi scores during the 2011 WNBA season. Taurasi is a two-time WNBA champion, two-time Olympic Gold Medalist, and named to the All-WNBA First Team six years in a row. She is the first WNBA player to become a Hoop Hero – joining the likes of LeBron James, Chris Bosh, Chris Paul among other marquee players.



This is the second year that NBA players have pledged to make donations to benefit ASAS based on their on-court performance (players donate based on points, assists or rebounds). The funding allows ASAS to continue to support after-school programs for 81,000 children across the country that encompass academics, enrichment and health and fitness. To learn more, visit [www.hoopheroes.org](http://www.hoopheroes.org).

Taurasi and Pirate's Booty will also team-up to visit ASAS school sites to challenge and educate children through fun fitness activities and "eat this, not that" nutrition coaching (e.g. swapping greasy fried potato chips for Pirate's Booty since it has half the fat and less calories).

Pirate's Booty Vice President of Marketing, Eric Berniker said, "Diana is a great addition to the Hoop Heroes program and Pirate's Booty is proud to team up with her to help at risk youth. She's a great example of how to achieve your goals through leadership, drive and living a healthy, active lifestyle."

"This is going to be an exciting season – I've been training hard and continue to make healthy meal and snack choices – Pirate's Booty is one of my favorites, so I'm proud to partner with them to help create opportunities for kids with After-School All-Stars," stated Taurasi.

"We are thrilled to have Diana and Pirate's Booty partner up to support Hoop Heroes, and help promote the important message of a healthy lifestyle. Nearly one third of U.S. children are overweight or obese by the third grade, so our programs encourage at least 60 minutes of physical activity each day along with all-natural snacks like Pirate's Booty," said Mae Tuck, After-School All-Stars Executive Vice President.

Pirate's Booty Aged White Cheddar is a deliciously baked, all-natural snack made from puffed rice corn and blended with real aged white cheddar cheese. Pirate's Booty is also trans-fat and gluten free with only 130 calories for a 1 oz. serving.

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Pg. 2 -- Pirate's Booty and Diana Taurasi Team up to Score Points for After-School All-Stars

For more information on: Pirate's Booty visit [www.piratesbooty.com](http://www.piratesbooty.com), After-School All-Stars visit [www.afterschoolallstars.org](http://www.afterschoolallstars.org) and Diana Taurasi visit [www.dianataurasi.com](http://www.dianataurasi.com).

**Pirate Brands**

*Pirate Brands, a leader and manufacturer of all-natural snacks, is located in Sea Cliff, NY and has been creating healthy treasures since 1987. The company was founded on the belief that you shouldn't have to "snackrifice" taste and fun for health. Pirate Brands produces deliciously baked, all-natural, trans fat and gluten free snacks that include Pirate's Booty, Smart Puffs, Potato Flyers, and Tings. Pirate's Booty Aged White Cheddar is the number one selling natural snack SKU. Pirate Brands' snacks are free from fryers and ingredients you can't pronounce, Arrrrrr. Products are sold in the US. For more information visit: [www.piratebrands.com](http://www.piratebrands.com)*