

**For Immediate Release:**

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**The happy egg co. Encourages Americans to Get Flocking Happy about Hen Welfare**  
*Comedian Ross Mathews partners with the happy egg co. to kick-off the #FlockingHappy pledge,  
urging consumers to shop more humanely*

**SAN FRANCISCO, February 11, 2016** – The happy egg co., leading humanely produced free range egg brand, is issuing a nationwide call to action in support of hen welfare. In tandem with TV Host and best-selling author, Ross Mathews, the happy egg co. is launching its #FlockingHappy pledge to encourage consumers to make more humane, informed purchasing decisions when buying eggs. For every click supporting the #FlockingHappy pledge, the happy egg co. will donate \$1 – and up to \$25,000 – to Compassion in World Farming, a leader in farm animal welfare, and humane and sustainable food production.

True free range, as defined by the happy egg co., is built on the foundation that egg-laying hens, with 30-inch wingspans, should be afforded abundant space to stretch, forage and spend their days. The happy egg co. provides their hens' with outdoor access each and every day on acres of pasture equivalent in size to six football fields. "The unfortunate reality is the majority of eggs still come from hens that live indoors their entire lives with 85% of them confined in cages no bigger than an iPad," says Jen Danby, the Chief Marketing Officer of the happy egg co. "Americans care about how their food is sourced and we know that the humane treatment of animals is a priority. By launching the #FlockingHappy pledge, we want to inform consumers that individual purchasing decisions can make a huge impact on enhancing the lives of farm animals."

"Everyone knows I have a soft spot for animals and want to see all animals treated with the best care," said Ross Mathews. "The happy egg co. girls are like me – they enjoy the sun, socializing and having a good time just doing what they do naturally. These hens are living the high life on the farm and I'm so Flocking Happy to participate in a movement that makes it easy for people to support happier living conditions for hens."

The happy egg co. partnered with internationally recognized, Compassion in World Farming, and will donate up to \$25,000 to the non-profit organization. Each time a consumer clicks support for the Get #FlockingHappy pledge, the happy egg co. will donate \$1 to Compassion in World Farming. Founded more than 40 years ago, Compassion in World Farming, believes that farms animals do not need to suffer and are committed to peacefully finding a better way than intensive housing systems for hens. With its \$25,000 donation, the happy egg co. aims to further support Compassion in World Farming's initiative to raise the bar on the living conditions for farm animals.

"The money will be used towards Compassion's innovative U.S. work to drive positive change from within the food industry itself," explains Leah Garces, US Director of Compassion in World Farming. "The happy egg co.'s contribution to the U.S. program will help towards transforming public attitudes and corporate policy in food and farming, directly resulting in improving the lives of farm animals."

For more information about the happy egg co. and the Get #FlockingHappy pledge, please visit [www.flockinghappy.com](http://www.flockinghappy.com).

**About the happy egg co.**

The happy egg co. operates under the highest standards of hen welfare and egg processing as the only free range egg brand certified by the American Humane Association. The happy egg co. hens enjoy the freedom of the outdoors, spending each of their days under the sun, frolicking through acres of open space, in which all the hens have 21.8 sq ft of space each to run, perch and play. With access to more than eight acres of open pasture and nutritional feed and care from expert family farmers under the direction of Andrew Joret, the International Egg Commission's 2013 "International Egg Person of the Year," the hens are able to exhibit their natural behaviors and live more contented lives. The happy egg co. won Best New Egg in the 2014 Better Homes and Gardens Best New Product Awards.

**About Compassion in World Farming**

Compassion in World Farming is the leading farm animal welfare charity. It was founded over 40 years ago by a British farmer who became horrified by the development of modern, intensive factory farming. Today, they campaign peacefully, on a global scale to end all factory farming practices. Their undercover investigations have exposed the reality of modern intensive farming systems and brought the plight of farm animals to the attention of the world's media. They believe that farm animals should not and need not suffer.

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