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DOLE TO UNITE GENERATIONS OF STAR WARS FANS ON A MISSION FOR HEALTHY LIVING

***“Unite for a Healthy Galaxy” gives fresh produce lovers across the universe
the chance to win collectable Star Wars merchandise***

***Dole’s largest healthy living initiative ever hits supermarkets Oct. 8
with character recipes, limited-edition stickers and commemorative products
inspired by Star Wars: The Last Jedi, in theaters Dec. 15, 2017***

WESTLAKE VILLAGE, Calif. (Oct. 3, 2017) — [Dole](#) is out to recruit generations of *Star Wars* fans into the Resistance with an 18-week healthy living initiative featuring character-inspired recipes, limited-edition stickers and a scan-to-enter sweepstakes offering the chance to win collectable weekly prizes inspired by [Star Wars: The Last Jedi](#) arriving in theaters Dec. 15.

The latest and largest chapter in Dole’s multiyear nutritional collaboration with Disney, [“Unite for a Healthy Galaxy”](#) launches Oct. 8 in U.S and Canadian supermarkets continentwide. *Star Wars: The Last Jedi* characters Rey, Finn, Kylo Ren, Poe Dameron and others are featured on hundreds of millions of DOLE® fruits and vegetables, contributing to a program total of more than 3 billion servings of fresh produce since Dole and Disney launched their nutritional collaboration last year. “Unite for a Healthy Galaxy” continues through mid-February 2018 with a dedicated microsite, digital interactions, a downloadable app and blogger and social media programs adding to the intergalactic healthy-living celebration.

The world’s largest fresh produce provider will release three sets of limited-edition DOLE® Banana stickers inspired by the film and a broad assortment of berry and vegetable products – some featuring Dole’s first-ever “takeover” packaging that will dominate retail produce departments like never before.

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DOLE products that will feature the *Star Wars: The Last Jedi*-inspired packaging include [Bananas](#), [Pineapples](#), [Strawberries](#), [Blueberries](#), [Cauliflower](#), [Celery](#), [Celery Hearts](#) and [Classic Iceberg](#), [Classic Romaine](#), [Hearts of Romaine](#), [Garden Salad](#), [American Blend](#), [Very Veggie](#) and [Shredded Lettuce](#) salads and salad blends in the U.S. and Canada.

Another highlight is the “[Unite for a Healthy Galaxy Sweepstakes](#)” that encourages *Star Wars* fans to scan DOLE fruits and vegetables at their neighborhood supermarket to collect and share *Star Wars: The Last Jedi* content and be entered in a weekly drawing for a chance to win one of 18 remote-controlled, voice-activated BB-8 toys or *Star Wars: The Last Jedi* figurines.

Dole Chef and Director of Culinary Nutrition Mark Allison worked closely with Lucasfilm to create 12 original fruit and vegetable recipes inspired by *Star Wars: The Last Jedi* characters, droids and vehicles as well as icons from the classic saga. The result is a complete menu of appetizers, lunch and dinner entrees, salads, drinks, smoothies and desserts – such as “Tatooine Blue Milk,” an original vegan beverage inspired by the blue milk scene introduced in *Star Wars: A New Hope*.

“Unite for a Healthy Galaxy” is the latest campaign in a series of healthy living collaborations between Dole Food Company and Disney aimed at helping parents encourage their kids and families to make healthier food and lifestyle choices. An initial program celebrating Disney’s *Moana* in fall 2016 was followed by “There’s Beauty in Healthy Living” in March in honor of Disney’s *Beauty and the Beast* and this summer’s “Fuel Up with Dole” dedicated to Disney•Pixar’s *Cars 3*.

“I have a ‘good’ feeling about this,” said Bil Goldfield, director of corporate communications for Dole. “The *Star Wars* universe is enormous and its appeal and archetypes span multiple generations. I watched it with my father 40 years ago and it still remains relevant and influential today with my young daughter. Having Dole products supporting this campaign—and *Star Wars* characters identified with a healthy eating—will connect with families across the galaxy.”

Starting Oct. 8, supermarket shoppers throughout the U.S. and Canada can visit the produce section to find *Star Wars: The Last Jedi* characters on DOLE fruit and vegetables as well as a dedicated Dole microsite that will feature an interactive quiz, downloadable app, sweepstakes details and the phased-release of commemorative character recipes and banana stickers, and more. Throughout the 18-week program, original *Star Wars: The Last Jedi* nutrition resources developed by Dole and Lucasfilm will be available for free download.

According to sweepstakes rules, U.S. and Canadian residents who complete the interactive quiz or download the free app on www.dole.com/Disney will be eligible to win one of the 19 weekly and grand prizes inspired by *Star Wars: The Last Jedi*.

For recipes and other information about “Unite for a Healthy Galaxy,” to download unique healthy-living resources and for complete sweepstakes details and rules, go to www.dole.com/Disney.

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About the Unite for a Healthy Galaxy Sweepstakes

NO PURCHASE NECESSARY. Must be legal U.S./Canadian resident, 18 years (or age of majority) or older. Void in Puerto Rico and where prohibited. "Dole Unite for A Healthy Galaxy Sweepstakes" begins Oct. 8, 2017 at 12:00 p.m. PT and ends Feb. 16, 2018 at 11:59 p.m. PT, subject to weekly entry period deadlines. Winners selected via random drawing. For official rules and info on how to enter, prizes, odds and other details, go to www.dole.com/Disney. Sponsor: Dole Food Company, Inc.

About Dole Food Company, Inc.

Dole Food Company, Inc., is one of the world's largest producers and marketers of high-quality fresh fruit and fresh vegetables. Dole is an industry leader in many of the products it sells, as well as in nutrition education and research. For more information, please visit www.dole.com.

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