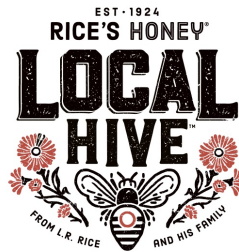


# Rice's® Honey Joins Forces with PACE to Promote Pollinator Awareness Worldwide

*Rice's Honey has a mission to help promote pollination & sustainable bee farms across the country.*

GREELEY, COLORADO, UNITED STATES, January 22, 2018 /EINPresswire.com/ -- Greeley, CO – January, 2018 – Rice's® [Honey](#), a leading producer of high quality, U.S. only raw & unfiltered honey, announces its exciting new partnership and commitment to [PACE](#), "Pollinator Awareness Through Conservation and Education" – Butterfly Pavilion's non-profit global initiative to restore habitats, strengthen populations and reintroduce pollinators into native habitats around the world. A portion of proceeds from every bottle sold of [Rice's Honey](#) will be donated to the PACE initiative to promote and protect the prosperity of pollinators worldwide. Rice's Honey was founded almost 100 years ago, with a mission to produce, package and sell only 100 percent pure, local United States only, raw & unfiltered honey. Nothing is ever added to this natural honey, and all of the nutrients remain in the bottle. Rice's Honey is straight from the hive to the kitchen, offering high quality, raw & unfiltered honey at affordable prices across grocery Retailer's nationwide.

Rice's Honey has a mission to help promote pollination & sustainable bee farms across the country. The Rice's Honey partnership with PACE, the Butterfly Pavilion's global initiative to increase awareness of pollinators through public engagement, education and restoration/conservation programs will help inform consumers about the importance of pollination. One of every 3 bites of food eaten worldwide depends on pollinators.



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Without them, there would be no fruits, nuts, vegetables, oils or most flowers and they contribute more than \$24 billion to the United States economy.

Throughout 2018, Rice's Honey will implement a 360 campaign in cooperation with PACE, that will be featured on all initiatives including new label design, launch of a new website, digital advertising and social media. Award winning advertising agency, Johnson & Sekin, will oversee all aspects of the Rice's Honey 2018 creative campaign to continue to elevate the health benefits of Rice's local raw & unfiltered honey while supporting an important cause.



“Since Rice's Honey was founded in 1924, we have always remained committed to providing natural, delicious U.S. only raw & unfiltered honey, while supporting local beekeepers,” noted Tony Landretti, Chief Executive Officer of Rice's Honey. “Our local honey products are an artisan blend of honey from various floral sources, that come from regional beekeepers throughout the United States. We pack it in our Greeley, Colorado facility and then deliver to participating grocery stores throughout the United States.” Adds Landretti.

“Rice's Honey now plans to step up our game by supporting PACE, to help promote the future of pollinators for generations to come” says Cale Nelson, Chief Commercial Officer.

“Here at PACE, we know that safeguarding our pollinators also safeguards humanity and we are grateful and delighted that, with the support of Rice's Honey, we will be able to extend our message to a larger audience,” noted Patrick Tennyson, President & CEO of the PACE initiative at the Butterfly Pavilion. “

Rice's Honey works with local beekeepers to provide several local, raw & unfiltered honey varieties throughout various states and regions across the U.S.

For a full list of products, and locations visit: <http://riceshoney.com/pages/our-retailers>

About Rice's Honey:

L.R. Rice founded Rice's Honey, headquartered in Greeley, Colorado, in 1924. The company remains committed to its founder's mission of becoming a leading producer of authentic, high quality, U.S. only raw & unfiltered honey. Rice's Honey has generated brand equity through its commitment of producing premium, high quality, raw and unfiltered honey at affordable prices.

About PACE

PACE is Butterfly Pavilion's global initiative to increase awareness of pollinators and promote habitat and species conservation and restoration. Through a combination of conservation and education programs, PACE works to create a better world for pollinators thus making a better world for all of us.

[www.butterflies.org](http://www.butterflies.org)

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