



## **LÄRABAR® Supports International Human Rights Organization**

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*Denver, CO, November, 2006* – LÄRABAR® ([larabar.com](http://larabar.com)), manufacturers of whole food products with quality nutrition, announced today their active sponsorship of Ahava Kids, an international human rights organization dedicated to rescuing children from the crime of child trafficking worldwide.

“We are extremely proud to assist Ahava Kids in their work to save children from these unspeakable crimes,” said Lara Merriken, CEO and Founder of LÄRABAR. In synchronization with Ahava Kids, LARABAR utilizes Fair Trade Certified cocoa and coffee beans in their JOCALAT line of bars, ingredients derived from fair wage and non-slave labor practices.

“This very special relationship will directly benefit the young people who are facing grave danger across the globe,” stated Raymond Bechard, Founder and Director of Ahava Kids, and author of the upcoming book, *UNSPEAKABLE: The Hidden Truth Behind the World’s Fastest Growing Crime*. “Every day they are living in great peril. We need as much help as possible to intervene and bring these children to safety. Clearly, LÄRABAR is helping to address this issue by sponsoring the work of Ahava Kids.” For more information and to join LÄRABAR® in the fight against trafficking, go to [AhavaKids.org](http://AhavaKids.org) and follow the link to Ahava Kids Caring Companies.

**About LÄRABAR®** Founded in 2003 by Lara Merriken, LÄRABAR® now produces ten LÄRABAR® brand flavors and four JOCALAT™ brand flavors. LÄRABAR® is committed to producing simple, whole food products with quality nutrition. LÄRABAR® products are available throughout the United States and internationally at a variety of natural, conventional and specialty grocers, athletic and outdoor stores. For more information visit [Larabar.com](http://Larabar.com) or call 877-LARABAR (527-2227).

**About Ahava Kids.** Incorporated in 2004, has one purpose, to rescue young people from the crime of child trafficking. For more information visit [AhavaKids.org](http://AhavaKids.org) or call 888-584-6068.

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