

For Immediate Release

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CANS GET YOU COOKING CAMPAIGN ENCOURAGES CONSUMERS TO UNSEAL THE POWER OF CANS

*Can Manufacturers Institute Partners with Major Brands and Retailers to
Drive Center of Store Sales Nationwide*

WASHINGTON, D.C., February 14, 2013 – The Can Manufacturers Institute (CMI) launched *Cans Get You Cooking*, a multi-year, fully-integrated campaign launching nationwide during National Canned Food Month this February. The campaign, funded by CMI members, Silgan Containers, Crown Holdings, Inc., and Ball Corporation, kicks off with an integration with ABC's *The CHEW*, a nationally televised daytime food and lifestyle series, as well as a robust consumer-facing public relations program, partnerships with in-store registered dietitians and a trade media advertising campaign.

Cans Get You Cooking builds on the insights from a new, comprehensive values-based consumer research study revealing consumers' strong positive associations with canned food. The campaign is designed to remind consumers of the great benefits of cooking with cans, and showcase new and exciting ways to incorporate cans into everyday mealtime occasions.

"Research shows that consumers already trust the ironclad technology of cans to deliver food that's fresh, flavorful, nutritious and convenient," said CMI President Robert Budway. "Through the *Cans Get You Cooking* program, we will team with the country's leading brands and grocery retailers to remind consumers of their love for canned food, drive center-store sales and encourage more usage occasions."

Throughout the month of February, CMI will partner with ABC's *The CHEW* to help kick-off the campaign and highlight different ways to get cooking with cans. The partnership will include a significant online, digital and social media presence on *ABC.com* throughout National Canned Food Month, as well as a co-branded consumer contest that offers viewers the opportunity to share their favorite canned food recipes for the chance to attend a taping of *The CHEW* in New York City.

The multi-year campaign also includes an ongoing national consumer public relations program comprised of traditional and online media engagement, as well as a robust social media initiative featuring a newly minted Facebook community, Pinterest page, YouTube channel video series and a number of Twitter

Funded by the food can manufacturers of the Can Manufacturers Institute



parties, all meant to engage and inspire consumers with the benefits of cooking with cans. Additional elements of the campaign include consumer events and retail promotional support periods with customizable assets.

To learn more and participate in the Cans Get You Cooking campaign, visit <http://www.cancentral.com> and <http://www.facebook.com/cansgetyoucooking>.

About Can Manufacturers Institute

CMI is the national trade association of the metal can manufacturing industry and its suppliers in the United States. The can industry accounts for the annual domestic production of approximately 124 billion food, beverage and other metal cans; which employs more than 28,000 people with plants in 33 states, Puerto Rico and American Samoa; and generates about \$17.8 billion in direct economic activity. Our members are committed to providing safe, nutritious and refreshing canned food and beverages to consumers.

About Silgan Containers

Silgan Containers is a subsidiary of Silgan Holdings and the largest manufacturer of metal food containers in North America. Silgan's partnership approach, supported by quality, service, technology, low-cost producer position, strategically located geographic locations and extensive consumer research, is the cornerstone of its strong customer relationships. Silgan Containers manufactures and sells steel and aluminum containers and ends that are used primarily by processors and packagers for food products, such as soup, vegetables, fruit, meat, tomato based products, coffee, seafood, adult nutritional drinks, pet food and other miscellaneous food products. For more information, [visit www.silgancontainers.com](http://www.silgancontainers.com).

About Crown Holdings, Inc.

Crown Holdings, Inc., through its subsidiaries, is a leading supplier of packaging products to consumer marketing companies around the world. World headquarters are located in Philadelphia, PA. For more information, visit www.crowncork.com.

About Ball Corporation

Ball Corporation is a supplier of high quality packaging for beverage, food and household products customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 14,500 people worldwide and reported 2011 sales of more than \$8.6 billion. For the latest Ball news and for other company information, please visit <http://www.ball.com>.

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