



DREAM DINNERS

For Immediate Release:

Dream Dinners Wins Top Honors at Public Relations Society of America Awards and gets “*The View*”

Super Bowl Event & New York Times bestseller campaigns win honors. Plus, company featured on ABC hit show as “Hot Valentines Item” today-all in 24 hours!

Snohomish, WA February 10, 2012

Reason to celebrate in Snohomish: Thursday night the nation’s leading meal assembly chain, Dream Dinners, scored another touch down in the world of marketing and public relations and Friday morning, are featured as a hot product on ABC’s hit show, “*The View*”.

Thursday night, *The Public Relations Society of America’s* Puget Sound chapter held the Annual Totem Awards at the ACT Theater honoring top performances in a competition pitting small companies against global firms in same categories. Dream Dinners Inc. took the top honor for Public Relations Special Event in 7-days, for their 2011 “Supper Bowl” in Dallas-the result of a partnership with the NFL wives club, “Off the Field” which benefitted the Children’s Hospital in Dallas. Plus, Dream Dinners also won honors for Marketing Communications in the category of Consumer Products, non-packaged goods for their New York Times Best Seller Campaign, “*The Hour That Matters Most*-creating a movement in America”. The ongoing campaign aims to get American families back around the dinner table thru intentional family living. “*The book serves as a tangible heart to the company’s core mission and continues as a marketing tool to spread our message in television appearances and media nationwide.*” says, Dream Dinners CEO, Darin Leonard. “We are honored by the recognition and will continue to pursue innovative ways to introduce busy moms to our dinner solutions thru creative non-traditional marketing and public relations strategies.”

Senior level public relations professionals, including the chapter president, from the San Francisco PRSA chapter, judged the Totem Awards this year. Entries are judged based on a combination of criteria measuring resources, time and originality of the campaigns as well as the return on investment and success measured in targeted audience reach and more.

It’s easy to say the Snohomish based company is hot right now. On the heels of the winning night, Dream Dinner’s fix-and-freeze lifestyle and stores were featured as the best and easiest way to cook a Valentine’s Dinner at home. The XOXO Raspberry Chicken with Rice entree’ is featured on Friday morning’s ABC hit show, “*The View*” airing on KOMO at 10am.



ABOUT DREAM DINNERS

Founded in 2002, Dream Dinners, Inc. is the recognized originator of the \$100 million meal assembly industry. Headquartered in Snohomish, Wash., Dream Dinners locations provide guests' monthly menus to select from, then procure and prepare all ingredients in advance, so guests can assemble dozens of meals in about an hour, then take home to freeze. With more than 100 franchises in 30 states, Dream Dinners saves its guests both valuable time and money, and focuses on bringing families back to the dinner table with healthful, delicious and easy-to-fix meals. www.dreamdinners.com

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