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Luna & Larry's Coconut Bliss® Announces Second Annual *Share Your Bliss Tour*

The Coconut Bliss van embarks on a cross country, 28-state tour to share bliss in the form of divinely creamy dairy-free ice cream.

On May 3, 2018 Coconut Bliss will launch their second annual ***Share Your Bliss Tour*** - a high touch, cross country, educational tour. Stops along the way include dozens of retailers in cities throughout North Carolina, Tennessee, Georgia, Maryland and more.

In addition to in-store demos performed by Coconut Bliss staff, the tour will also provide educational materials and brand training to store staff. Customers can look forward to fun and engaging brand activations at other notable locations and landmarks as well.

Sharing is one of the most powerful ways to build community and foster positive relationships. Coconut Bliss is excited to bring a bit of their culture and philosophy to share with neighborhoods across the country.

People will have a chance to sample Coconut Bliss products and learn about the company's standards for ingredient sourcing, sustainability initiatives and get to know the people behind the brand.

The tour will be heavily promoted across Coconut Bliss' social media and digital platforms with highlights from each stop. Fans will have a chance to participate in a multi-city scavenger hunt to win additional prizes and coupons.

About Bliss Unlimited

Bliss Unlimited, LLC was founded to create a satisfying ice cream without the health and ecological impacts associated with dairy, soy, or gluten. Coconut Bliss® is The Evolution of Ice Cream®. USDA certified organic and Non-GMO Project verified, Coconut Bliss® is made with cholesterol-free coconut milk that is packed with lauric acid and medium-chain triglycerides (MCTs) and sweetened with naturally low-glycemic agave syrup. The company values ecological and social sustainability and is committed to using organic and ethically produced ingredients of the highest quality. Privately owned and based in Eugene, Oregon, Coconut Bliss® has been operating since February 2005. For more information visit coconutbliss.com.

*Coconut Bliss® was awarded the Women's Choice Award for **America's Most Recommended Dairy Free Frozen Dessert** in 2016, 2017 and 2018. The Women's Choice Award is a consumer advocacy group, whose mission is to give a collective voice to female consumers in the marketplace. In a national survey, Coconut Bliss® was chosen 9 out of 10 times as the brand consumers would recommend to friends and family for Dairy Free Frozen Dessert. Coconut Bliss is honored to be recognized by their customers as a trusted brand.