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**Tootsie Roll Industries appoints new Chief Executive Lollipop Taste Ambassador for collaboration with Sick Kids Hospital**

**Chicago IL. October 10, 2014 –** Tootsie Rolls Industries has just signed on one of the most sought after flavour harmonizers in all of North America. The board of directors, at Tootsie Rolls Industries, announced today that Emily Hribljan has been hired on as the chief executive lollipop taste ambassador to be overseer for the collaboration with Sick Kids Hospital.

“My life is truly sugar coated,” comments Hribljan on her new position, “I finally feel full of flavour.”

Hribljan, at just 30 years of age, holds a PHD in Biomedical Sciences from Harvard University in Cambridge MA, and an M.A. in Complex Savoury Restaurant Contemporary Style Dishes from Le Cordon Bleu in Paris, France. She has previously volunteered with the Make A Wish Foundation as the Executive Wish Granter, and Meals on Wheels as a primary meal coordinator.

Hribljan will be in charge of the collaboration with Sick Kids Hospital in Toronto,

ON. Tootsie Rolls Industries and Sick Kids Hospital are developing a great tasting alternative for children requiring regular medication. With a background in biomedical

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science and culinary arts, Hribljan will be in charge of developing the lollipops, as well as continually tasting the pops to ensure only the most outstanding flavours are chosen for production.

Tootsie Rolls Industries started in a small candy shop in New York in 1896. The Chicago based company has since grown its presence to over 75 countries, becoming one of the largest candy companies in the world. Brands such as Tootsie Rolls, Double Bubble, Razzles, Caramel Apple Pop, Junior Mints, and Andes are just a few of the candies produced by Tootsie Roll Industries.

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