

ATLANTA, GA, September 26, 2013 **/24-7PressRelease/** -- Old World Gourmet and LifeLine Animal Project are partnering to raise funding on behalf of animals in need in the greater Atlanta area. OWG, a specialty food and beverage company based in Dallas, Ga. and known for its innovative mixers, is donating 10 percent of sales for all purchases from its popular Cracker Smack line in November to LifeLine.

Each year, nearly 500 dogs and cats come through the LifeLine special care facilities in Atlanta where the staff provides both medical and behavioral rehabilitation for abandoned and abused animals with special needs, particularly victims of animal cruelty. LifeLine's "Dog House" shelter is a no-kill facility, and LifeLine is working to end the euthanasia of healthy and treatable cats and dogs in county shelters.

"We're excited to partner with this local company to help raise money and awareness for our cause," said Karen Hirsch, communications director at LifeLine. "Our programs strengthen the entire animal welfare community by promoting homeless pet adoption, providing affordable spay/neuter services, increasing public awareness, and advocating for lifesaving public policy. We're excited to spread this mission even further through our partnership with OWG and are so grateful for their support."

Throughout November, OWG's donation to LifeLine will include 10 percent of all purchases of its Cracker Smack line. This includes the Cracker Smack Original Seasoning Mix, a slightly spicy, savory coating that turns ordinary crackers into a gourmet experience and pairs well with stews, chili and cold beers. The donation will also include purchases of the new Coastal Cracker Craze Seasoning Mix, a slightly spicy coating with old bay seasoning that pairs well with any seafood dish from chowders to shrimp cocktails.

Both of these mixers add extra flavor to ordinary crackers with just a few minutes of preparation. To make either version, simply empty the seasoning into the provided mixing bag, add 1.5 cups of canola oil and four tubes of your favorite saltines. Seal the bag, toss several times to coat the crackers evenly, and then leave overnight. That's it! Cracker Smack and Coastal Cracker craze each retail for \$4.95 per package on <http://www.OWGshoponline.com>.

"We are thrilled to be giving back to this local nonprofit through the sales of our popular Cracker Smack line," said De'Anna Sullivan, founder and CEO of OWG. "We hope everyone enjoys our Classic Cracker Smack and new Coastal Cracker Craze whether entertaining this holiday season or just complimenting your next home cooked meal. The best part - when you purchase these products, you'll also be giving back to animals in need."

Not only are OWG products affordable, but they are also delicious and award winning! The company is a little more than 10 years old and was founded by Sullivan who has always had a passion for making recipes to transform everyday flavors into extraordinary sensations. Sullivan and her business partner also share a life-long passion for protecting and rescuing animals, the driving force that led to the LifeLine partnership.

LifeLine will use the donations from OWG to further its mission and support its programs that help save the lives of animals in the Atlanta area. You can learn more about the organization and ways to volunteer at <http://www.lifelineanimal.org>.

About LifeLine Animal Project: Founded in 2002, LifeLine Animal Project helps prevent unwanted pet litters through low-cost spay/neuter, helps make pet care affordable through low-cost and free vaccine clinics, saves the lives of special needs shelter animals through our rehabilitation facility, and saves feral cats through our trap-neuter-return program. As the managing organization for Fulton County Animal Services and DeKalb County Animal Services, LifeLine is making Atlanta a lifesaving community. For more information, please visit <http://www.lifelineanimal.org>.

About Old World Gourmet: Old World Gourmet is an upscale food and beverage company with unique, innovative products. Founded in September 2001 by De'Anna Sullivan, the Georgia-based company continuously invents new recipes that take ordinary flavors to extraordinary sensations. From frozen drink mixers to unique mixes that turn a bottle of beer or wine into a hearty loaf of bread, OWG serves up the fun! OWG products are sold online and in fine retailers across the country. To learn more and see the full line of more than 100 products, visit <http://www.OWGshoponline.com>.