



FOR IMMEDIATE RELEASE

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## **Mont Echo Naturels Announces its first annual Sea Buckthorn Harvest Festival**

Sutton, Quebec- Mont Echo Naturels, a family-owned and operated Sea Buckthorn company located in the Eastern Townships of Quebec, will be hosting its first annual Harvest Festival to celebrate the harvesting of the Sea Buckthorn fruit at their affiliated orchards in Sutton, Quebec. The festival will take place the week of August 21 – 29, 2010 and will feature a number of special events and activities in both Sutton, the home of several of Mont Echo's Sea Buckthorn supplier farms, and nearby Knowlton (Lac Brome), where Mont Echo's flagship Boutique, Sea Buckthorn Interpretive Centre, and offices are located.

In Sutton, Mont Echo will be arranging bilingual tours of a Sea Buckthorn orchard to enable the public to view mature, fruiting trees and, on select tours, to pick some fruit to take home. At Mont Echo's Sea Buckthorn Interpretive Centre and Boutique at 70-72 Lakeside in nearby Knowlton, Mont Echo will be offering skincare consultations and spa treatments featuring Mont Echo's line of Sea Buckthorn-based Bath & Body products with an esthetician on select days. Special product sets will also be available every day at the Boutique. Tours and spa treatments must be pre-booked. Reservations may be made online at [www.mont-echo.com](http://www.mont-echo.com) or in-store.

The company will also be partnering with several local restaurants and cafes in the area, including Bistro Sasta, L'Epicurieux, Star Café, and Le Chianti. Participating restaurants will develop and serve a special menu item featuring Mont Echo's locally-grown Sea Buckthorn during the week of Harvest Festival.

Mont Echo's Harvest Festival activities are open to the media, retailers, and the public. For additional information about Mont Echo Naturels or the Sea Buckthorn Harvest Festival, please contact Cindy Cleary or Tamara Ensio at 450.243.5777 or [argousier@mont-echo.com](mailto:argousier@mont-echo.com). New information about the Festival will be posted on the company's website ([www.mont-echo.com](http://www.mont-echo.com)) in the coming weeks, including details on how to sign up for an orchard tour and book an appointment with our esthetician for treatments.

*Mont Echo Naturels is an innovator in the Sea Buckthorn industry. Not only are they the first internationally-branded company to focus on 100% Canadian-grown Sea Buckthorn, they are also the first company in North America to commercially extract their own supercritical Sea Buckthorn fruit and seed oils onsite and the first in the world to develop a Sea Buckthorn floral water. Mont Echo Sea Buckthorn is grown in accordance with organic standards and the company is committed to sustainable growing, harvesting and processing methods. Their products are 100% natural and locally made.*

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