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## **Michelle White Receives Distinguished Service Award**

### **Michelle's Miracle President Honored by Leelanau Horticultural Society for Outstanding Contributions to the Fruit Industry**

*Leland, Michigan – August 24, 2010* – Michelle White, founder and President of Michelle's Miracle, Inc., is the 2010 recipient of the Leelanau Horticultural Society's Distinguished Service Award. This prestigious award honors an individual who has made significant contributions to Michigan's fruit industry.

White has been an advocate for Michigan's cherry industry since 2001 when she founded the Leland Cherry Company. In September of 2008, Michelle's Miracle® was formed and the Leland Cherry Company was merged into the new company. White has kept on the cutting edge of the cherry industry by launching new products that complement the firm's Original Tart Cherry Concentrate, proving that instead of sourcing exotic berries from halfway around the world, Americans can find powerful, nutrient-rich, tart cherries grown in Michigan that promote healthy joint and cartilage function, boost cognitive function, the immune system and cardiovascular function.

An outstanding leader in Michigan's cherry industry, White supports northern Michigan's cherry-farming industry by working to preserve its farmland and developing innovative products that deliver healthy, natural nutrients to consumers. Michelle's Miracle, Inc. donates a portion of the company's sales to the Leelanau Conservancy, helping to preserve the natural environment of the Leelanau Peninsula.

"Cherry farmland in northern Michigan is currently more valuable for building superstores and subdivisions than growing cherries because global markets pay little for the state's farm products. Bringing Michigan farmers closer to consumer markets may be one of the best courses of action for global growth of Michigan's second-largest industry," White indicated.

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**Michelle's Miracle Inc** is a privately held Delaware corporation based in Leland, Michigan, the tart cherry capital of North America. Michelle's Miracle manufactures and sells branded and private label tart cherry nutraceutical



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products to wholesale, retail and ecommerce customers around the world. Michelle's Miracle unique product characteristics include proprietary formulations, proprietary manufacturing processes, and exclusive long shelf-life packaging. For more information, please see the company website. [www.michellesmiracle.com](http://www.michellesmiracle.com).