

Lycored Launches Tomato Field Livestream

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Secaucus, NJ—Lycored announced the launch of Lycored Livestream in an effort to promote Earth Day and continue the conversation around Lycored’s health and happiness-boosting app, littleglow, according to a press release. The livestream encourages people to take a moment out of their day to watch a live, calming video feed from one of Lycored’s farms.

Through [EarthCam](#), the press release says, Lycored is taking viewers to the farms in Ein Harod, Israel. Viewers will get a real-time look at what the release calls “idyllic” fields, providing a closer look at the natural process happening every day on farms.

This “pop of positivity” is designed to make wellness easy and accessible while giving users a chance to appreciate the Earth.

Zev Ziegler, head of global brand and marketing (health) at Lycored, said in the release: “Earth Day holds a special place in our hearts, and this year we wanted to combine this day with our new wellness app for a totally unique experience. Whenever your day gets a bit stressful, take a mindful moment for yourself by coming back to this page and enjoying the relaxing view.”

To watch the livestream, [go here](#).