

Your school could win a \$30,000 cafeteria makeover!

5 Families will WIN:



Entering is fun and easy.

Go to UncleBens.com

starting August 14, 2017



Get recipes and take lessons that teach cooking skills



Cook as a family



Share cooking photos using #BensBeginners



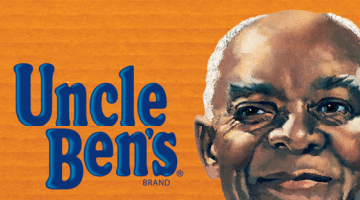
Enter the contest for your chance to win



Spread the word with **#BensBeginners**

The more families from your school that enter, the better your school's chances of winning a cafeteria makeover. To help you get the word out, we've created an email for you to share with friends.

Learn more at BensBeginners.com



Healthier futures begin when kids learn how to cook

Dear Parents,

The Ben's Beginners™ Cooking Contest is back to inspire more families to cook together!

Teaching kids to cook encourages them to eat healthier—and turns cooking time into fun, engaging family time.

So get cooking today! Visit BensBeginners.com for recipe inspiration, cooking lessons and more. And get ready to create the habits that encourage healthy futures.



We've made cooking with your kids fun, easy, and thanks to a **big Grand Prize**, very rewarding for families and schools!



The contest begins on 8/14/17, and all entries must be received by 10/9/17. So get started now and tell other families in your school. Imagine what your school could do with \$30,000 for a cafeteria makeover!

—The UNCLE BEN'S® Brand Team

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Entry Period: 12 p.m. ET on 08/14/2017 through 11:59 p.m. ET on 10/9/2017 ("Entry Period"). Entrant must be: legal resident of 50 U.S. states/D.C., above age of majority in resident state and a parent/legal guardian of a child, also resident of 50 U.S. states/D.C., who is a student in K–8th grade, as of the date of entry ("Parent"). **Grand Prize winners will be expected to be present at a one-day hometown celebration event between the dates of 11/7/17 and 12/3/17. If both Parent/Entrant and child are not able to be available for the event, then they are not eligible for entry into the Contest.** Employees/representatives/affiliates of Sponsor (including household/family members) and winners of prize or award from Sponsor within the past 4 years are ineligible. Parent may enter at beginners.unclebens.com by registering and uploading an image of a recipe that meets the requirements outlined in the Rules. Five prizes awarded to Parents depending on score each entry receives as determined by judges. Each prize includes: a cash prize valued at \$15,000; a check for child's school for a cafeteria makeover totaling \$30,000; a hometown celebration; and optional media appearance(s). Total ARV of all prizes: \$225,000. Odds of winning depend on number of eligible entries received and the skill of the entrants. **LIMIT: EACH ENTRANT MAY SUBMIT ONLY ONE (1) ENTRY PER CHILD PER DAY.** This means that Entrant may enter as many as they like, but that the image must be different per child per day. See Rules located at beginners.unclebens.com for more details. Sponsor: MARS Food US, LLC, Mars Food North America, 1131 W Blackhawk St, Chicago, IL 60642. NOTE: Any claims, complaints, and concerns should be directed to Sponsor. ®/TM Trademarks ©Mars, Incorporated 2017

