

Heinz® Ketchup Creativity™ Contest 2008-2009

Article for parents for school newsletter

Dip it, Dunk it, Spread it or Squirt it

Heinz Ketchup Creativity Contest Makes A Splash in [insert name of School District]

Heinz recently kicked off its 2008 – 2009 Ketchup Creativity™ Contest, and our schools are participating in the creative rewards program.

“The competition not only gives our students a unique opportunity to be recognized and rewarded for their creative skills, it also supports their learning about food and nutrition,” said [Insert name] Foodservice Director.

Heinz is committed to bringing innovative programs to schools to help children learn about food and nutrition in unique and colorful ways. As part of the contest, grade-specific lesson plans include classroom activities that stress the benefits of eating nutritious foods.

By participating in the contest, your child’s art may be chosen as a winner and then printed on approximately 19.5 million Heinz Ketchup Packets and distributed across the United States. The winners also receive a \$1,000 cash prize and their artwork will be displayed in an online gallery on www.KetchupCreativity.com. Schools benefit, too, with awards of \$1,000 toward art supplies, \$1,000 worth of free Heinz Ketchup and the winner’s art framed for display.

Celebrity judge, artist Burton Morris joins the judges’ panel and will select the top 3 finalists in each grade one through 12. Mr. Morris is widely known for his work in the hit ‘90s sitcom *Friends*. The final entries will be posted online for public vote, and America will choose the grand prize winners.

Teachers will submit student artwork starting January 5, 2009.

“My students are really excited about the competition. They are being inventive with the ketchup packet designs and are interested in the fun food facts,” said [third-grade] art teacher [Insert name].

For information about the Heinz Ketchup Creativity Contest and Official Rules, please visit www.KetchupCreativity.com.