

Cook with your kids for a chance to win \$15,000!

Enter the **Ben's Beginners™**
Cooking Contest and you and
your school could win big!

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Five families will
each win \$15,000 and
\$30,000 for their child's
school cafeteria!



Entering is Easy:

- Make a short, fun video of your child preparing a healthy rice dish.
- Upload your video to www.unclebens.com from August 26, 2015–October 12, 2015.

Uncle
Ben's



Let's Get Kids Cooking!

Dear Parent:

We're on a mission to inspire healthy beginnings in life by encouraging parents and kids to cook together. The **Ben's Beginners™** Cooking Contest is our way of making it more fun and rewarding.

Begin with these three steps:



Step 1: Cook a rice-based dish with your child.



Step 2: Make a video showing their enthusiasm for cooking and the fun things they learned.



Step 3: Upload your video to www.unclebens.com.



Helpful hints

- Feature only one K-8 child per video. A family with multiple children may submit more than one video featuring different children (with a limit of five videos).
- Set up a timer so you know how long you have to talk (all videos must be three minutes or less).
- Try writing an outline for your video. Parents should be in the video, too. Ask your child to discuss what they are doing. It may ease the nerves.
- Making a drawing of your meal may make it easier for children to talk about the experience.
- Are there costumes, intro credits or props you can incorporate? Remember, points are awarded for creativity and fun!
- For more helpful tips and delicious recipes, go to www.unclebens.com.

Thanks for your participation. Now's a great time to begin cooking!

The UNCLE BEN'S® Brand Team

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Entry Period: 12 p.m. EDT on 08/26/2015–12 p.m. EDT on 10/12/2015 ("Entry Period"). Entrant must be: legal resident of 50 U.S./D.C., above age of majority in resident state and a parent/legal guardian of a child, also resident of 50 U.S./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 12/01/15–12/18/15. If both Parent/Entrant and Child are not able to be available for the event, then you are not eligible for entry into the Contest.** Employees/representatives/affiliates of Sponsor (including household/family members) ineligible. Parent may enter at www.unclebens.com and submit a video that meets the requirements outlined in the Rules. Five prizes awarded to Parents depending on score each video 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: five (5) entries per parent, one (1) entry per child. See Rules located at www.unclebens.com for more details. Sponsor: MARS Food US LLC, 2001 E. Cashdan Street, Rancho Dominguez, CA 90220. NOTE: Any claims, complaints, and concerns should be directed to Sponsor.