

NEWMAN'S OWN® Cookin' Up A Better World

• INFO SHEET 3 •

The Challenge: Start Cookin' Up A Better World

Newman's Own® *Cookin' Up A Better World* contest is to help you use your talents, skills and imagination to identify a need and a practical way to meet that need.

Remember, to enter *Cookin' Up A Better World*, you don't have to execute your plan; just come up with the idea and tell us about it.

Your idea will be judged on:

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| 1. Creativity | (25%) |
| 2. Practicality | (25%) |
| 3. Potential Impact | (25%) |
| 4. Communication and presentation of your idea. (ad, poster, billboard) | (25%) |



Only one application per group, so make it great. All entries must be received by December 7, 2001.

Three Recipes For Success

Newman's Own is challenging your group to come up with a fresh, creative, innovative idea, and we'll help make it a reality. There are three recipes for success:

- 1. Fund-raising ideas.** Think of a creative way to raise money for a good cause. We want to reward entrepreneurs. So if your group has a talent you can use to raise money, tell us about it. If it's great, we'll provide a grant to help you get started and funds your school can use to make it and your community a better place.
- 2. Service ideas.** Think of a special way to be of service. Use your concerns, talents and passions to help someone, some place or some organization—right in your own backyard or halfway around the world. Tell us what you want to do and whom it's going to help. We'll provide you with a grant to help it succeed and funds that your school can use for other community-action programs or, if you prefer, for anything your school needs.
- 3. Teamwork and spirit.** Show us that the most important ingredients (you and your spirit) are what make a difference. Maybe you don't have the most unusual idea, but that's okay. Because we think that dedication deserves recognition, too. And we'll reward you and your school for that with extra funds for other community-action programs or for something special for your school.

Just Desserts

- There will be three **\$1,000 Grand Grants**—one from each of three categories. In addition to these funds, which will go toward your project, we'll give another **\$500** that your school can use either for other community-outreach programs or for anything that helps your school.
- There will be nine second-place **\$500 Perfect Recipe Grants**—three to go for fund-raising ideas, three for service ideas and three for spirit. We'll also reward each of the nine schools with another **\$250**—which, again, your school can use for other community-service programs or for anything special your school needs.

You're All Winners!

That's right! Every group that submits an entry will be able to toast their achievement with two cases of Newman's Own products. Whether you like popcorn, lemonade, salsa, chips or pretzels, it all makes for a pretty darn good party.