

Share and win



The Ben's Beginners™ Cooking Contest is back, bringing families together to cook. Share the contest for the chance to win a \$1000 cash prize for your school. One Grand Prize Foodservice Winner will also win a menu consultation at their school.

Five families will WIN:



Entering is easy:

Go to ShareBensBeginners.com for complete details.

Uncle Ben's



Dinner brings us closer **Begin with Ben**

Healthier futures begin when kids learn how to cook



Mexican Quinoa and Chicken Bowl

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 beginners.unclebens.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 8/13/18, and all entries must be received by 10/7/18. 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



**BEN'S
BEGINNERS™**

MARS
foodservices
LLC

Dinner brings us closer **Begin with Ben**

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Entry Period: 12 p.m. ET on 08/13/2018 - 11:59 p.m. ET on 10/7/2018 ("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"). Employees/ representatives /affiliates of Sponsor (including household/family members) and winners of prize or award from Sponsor within past 4 years 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; 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. ©/™ Trademarks ©Mars, Incorporated 2018