

## **Making the World a Sweeter Place**

*"Hershey's is excited to get the Zooppa Creative Community involved in collaborating in our efforts for social good. As the Milton Hershey School is in its 100th year of operation, there couldn't be a better time to begin this campaign. We look forward to seeing the innovative ideas that come from this competition." - Ed Martin, Director of International Insights, Hershey's Making the World a Sweeter Place*

Hershey's has always been synonymous with chocolate, having fun, and enjoying the sweet things in life. We all know that Hershey's brings us sweet treats like Hershey's Kisses, Reese's Peanut Butter Cups, Jolly Ranchers and Twizzlers.

But did you know that Hershey's is also making the WORLD a sweeter place?

For starters, Hershey's is celebrating the 100th anniversary of the Milton Hershey School, built by the founder of Hershey's Chocolate, Milton S. Hershey. Its a cost-free, private, coeducational home and school for children from families of low income, limited resources, and social need. The School focuses on building character and providing children with the skills necessary to be successful in all aspects of life.

In addition to educating underprivileged children, Hershey's also encourages healthy living and athletics through the Hershey's Track and Field Program. The Program was created over 30 years ago to promote youth physical fitness and provide fun learning experiences for children 9 to 14 years old. It's the largest youth sports program of its kind in the United States and Canada. Track & field meets take place in every state and every province in North America. Hundreds of athletes make it to the grand finale — the North American Final in Hershey, Pennsylvania. Hershey's Track and Field Program helps kids discover their potential, make new friends, and gain self confidence. Every child is a winner with the Hershey's Track & Field Games!

But it doesn't end there. Hershey's works to make the whole world a sweeter place by helping those in the African Cocoa regions with farmer schools, malaria prevention initiatives and other critical programs to support communities and enhance their quality of life.

Hershey's believes that all children should live a sweet life and they do great things every day to make the world a sweeter place.

## **Your Mission**

Create videos and prints that show how the children of the world will have a better future, as Hershey's makes the world a sweeter place.

By joining the Making the World a Sweeter Place campaign, you are directly making a difference for kids all over the world—and we're proud to know our community can have such a positive impact on the future!

## How to Make a Winning Ad

Hershey's will look for creative work that is compelling, innovative, personal and answers the question:

*How do you think Hershey's efforts to make the world a sweeter place will benefit our childrens' future?*

Your ads should focus on one of these three ideas, which were described above:

1. The Milton Hershey School
2. The Hershey's Track and Field Program
3. Hershey's in Africa

When you pick your topic, do some online research on one of these concepts and then:

Include what you think is so great about the Hershey's initiative that you selected in your video or print. Then, when you upload your submission, include your reasons in the title, description and tagging fields on your ad page.

If you pick the Track and Field Program, also include how you think Hershey's can attract adult volunteers and youth participation.

Creating work with all of the above in mind will give you the best chance at winning the Hershey's grand prizes and the Zooppa prize.

### Is there anything that must be in all ads?

At least one of the Hershey's logos provided.

Use the phrase "Making the World a Sweeter Place" at least once.

### Awards

	Video		Print	
<b>Hershey's Awards</b>	1st	\$ 1,500	1st	\$ 450
	2nd	\$ 800	2nd	\$ 300
	3rd	\$ 600	3rd	\$ 150
<b>Zooppa Awards</b>	1st	\$ 400	1st	\$ 200
<b>Community Awards</b>	1st	\$ 300	1st	\$ 200
	2nd	\$ 250	2nd	\$ 125
	3rd	\$ 200	3rd	\$ 75
	4th	\$ 100	4th	\$ 50
	5th	\$ 75	5th	\$ 50
	6th	\$ 75		
	7th	\$ 50		
	8th	\$ 50		