

Let's Get Kids Cooking Right from the Beginning!

Dear Parent:

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

Begin with these three steps:



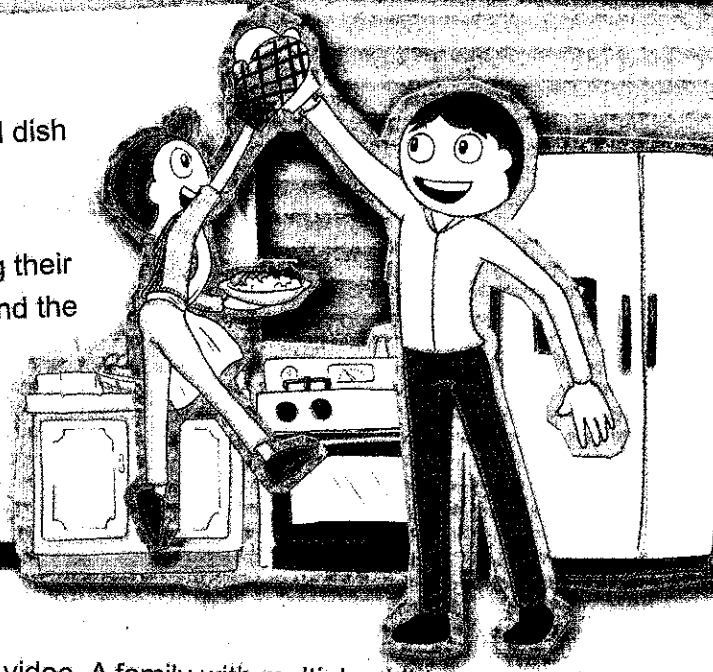
Step 1: Cook a rice-based dish with your child.



Step 2: Film them sharing their enthusiasm for cooking and the fun things they learned.



Step 3: Upload video to unclebens.com



Helpful hints

- Don't forget to only feature one 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 (remember, 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 go to 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: 2 p.m. EDT on 07/29/2013 - 11:59 p.m. EDT on 10/06/2013. Open to US parents, above age of majority, of children in grades K-8. Employees/representatives/affiliates of Sponsor (including household/family members) ineligible. Must submit video meeting specific requirements to enter. Prizes include travel to NY, cash, and checks for school cafeteria makeovers. Schools eligible to win prizes based on parent participation. Total ARV of all prizes: \$188,250. Odds of winning depend on number of eligible entries received and the skill of the entrants. Visit <http://www.facebook.com/unclebens> for the Guidelines/Rules, eligibility requirements, details on entry, prize descriptions, and additional information. Sponsor: MARS Food US, 2001 E. Cashdan Street, Rancho Dominguez, CA 90220. NOTE: This Program is in no way sponsored, endorsed, or administered by, or associated with Facebook. All entrants are providing their information to Sponsor, and not to Facebook. Any claims, complaints, and concerns should be directed to Sponsor.

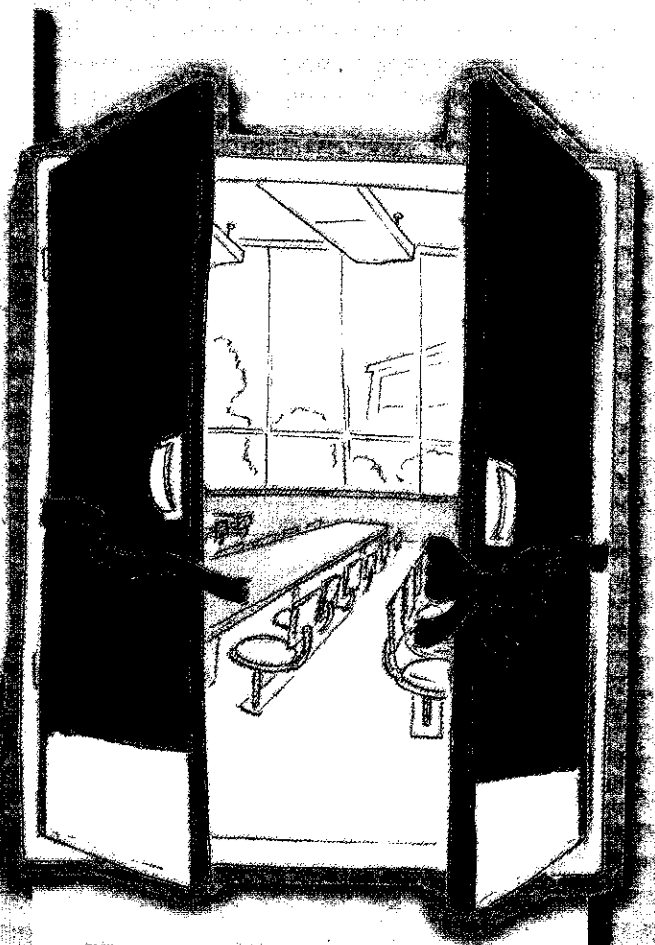
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Cook with your kids and you
could **Win \$15,000** for your family
and **\$30,000** for your school cafeteria!

Cook with your kids for a
chance to win:

- **\$15,000** for your family
- An appearance on the
Rachael Ray show
- **\$30,000** for your child's
school cafeteria!

Your school could ALSO
win **\$30,000** by collecting
the most entries. So encourage
other families to enter!



How to Enter:

- Cook a recipe with your child
- Make a fun video
- Upload your video between
July 29th and October 6th, 2013
to www.unclebens.com



BEN'S
BEGINNERS

**Uncle
Bens**

