

One Creative Kid Chef Could Win A \$25,000 Scholarship Fund

(NAPSA)—As parents prepare for the back-to-school season, packing school lunches such as the traditional peanut butter and jelly sandwich is a great way to stick to the family budget and satisfy even the pickiest eaters. A recent survey conducted by Kelton Research on behalf of The J.M. Smucker Company found a variety of ways adults prefer to eat their sandwiches made with peanut butter—69 percent of consumers prefer to use creamy peanut butter while 36 percent like their sandwiches toasted. However, for the past six years, thousands of kid chefs from across the country have been able to think outside the “lunch box” and create butterfly pancakes, lettuce wraps and even a “Monstwich” using Jif® peanut butter and their own imagination to earn scholarship funds.

From August 4 through November 14, 2008, the makers of Jif peanut butter are accepting entries for the 7th Annual Jif Most Creative Peanut Butter Sandwich Contest™. The grand-prize winner will receive a \$25,000 scholarship fund and four runners-up will be awarded a \$2,500 scholarship fund. The contest is open to children ages 6 to 12.

Last year's most creative peanut butter sandwich was influenced by a child's love of Chinese food. Eleven-year-old Samuel Sosa of Riverside, California, hit a home run with his “Crunchy Chinese Fortune Cookie Sandwich,” consisting of Jif Creamy peanut butter, celery and apple on wheat bread crimped into the shape of a fortune cookie. The “fortune cookies” are served with a dipping sauce of Jif Creamy peanut butter, coconut milk, soy sauce, brown sugar, lemon juice, sesame oil and chili powder. Samuel added more creativity to his sandwich by hand-writing fortunes such as “Smile,



Eleven-year-old Samuel Sosa presents his grand-prize-winning entry, “Crunchy Chinese Fortune Cookie Sandwich.”

Mom Loves You” for his “cookies.”

Jif is also offering up something for adults to help spark their creativity. For years, choosy moms have made Jif their No. 1 choice of peanut butter, which is why Jif is inviting adults to share stories—250 words or less—of how moms make the best choices for their families in the Jif Moms Voice their Choice Contest™. One grand-prize winner will win a trip to New York City to serve as a judge at the 7th Annual Jif Most Creative Peanut Butter Sandwich Contest final live judging event in March 2009. Last year's winner and mother of two, Mary Grabowski, from Commerce, Mich., said in her winning essay “The way I make the best choices for my family is simply by using two things: my heart and my head. The job of ‘Mom’ is the hardest job in the world but is definitely the most rewarding.”

For Official Rules, entry form, recipes or to learn more about the contests, visit www.jif.com.