

Contest Asks Kids To Draw What They Like Best About School

Kids In K-6th Can Win \$25,000 Savings Bond For College

(NAPSA)—From doodles and drawings on notebooks and binders to backpacks covered with pins and patches, kids have a way of making their school supplies fun, colorful and original. Now kids can put their supply-decorating skills to the test by entering the Puffs and Crayola Design the Box Contest, which gives kids the opportunity to win a scholarship for college and see their artwork on a Puffs box next year.

The contest asks children in kindergarten through sixth grade to submit a drawing illustrating "What I Like Best About School." The winning drawing will appear nationwide on millions of boxes of Puffs, and the grand prize winner will receive a \$25,000 savings bond toward college and Crayola art supplies for his or her classroom.

"Puffs knows that kid-friendly supplies for the classroom can make school more fun," says Laston Charriez, North American marketing director for Puffs. "Since facial tissues are on almost every student's supply list, we've made them more fun with a line of Puffs boxes just for kids, including one inspired by the winning drawing from the Puffs and Crayola Design the Box Contest. After all,



who knows what kids like better than kids themselves?"

Ten-Year-Old's Art on Back-to-School Puffs Boxes

Ten-year-old Carmen Ortiz from Shreveport, La., was the winner of last year's contest. Her design—a picture of herself and two friends amid a colorful array of swirls, hearts and polka dots—shows that her favorite part of school is her friends. A Puffs box inspired by Carmen's drawing is available across the country as part of Puffs' line of Back-to-School boxes designed especially for kids.

In addition to Carmen's box, this year's Puffs Back-to-School line includes 10 other kid-friendly designs, from cartoon fish and smiley faces to scary monsters. Three of the Back-to-School designs—dancing crayons, hearts and stars and crayon tips—were inspired by Puffs' new Back-to-School partner Crayola.

Purchasing Puffs Helps Schools in Need

This year, buying Puffs can help provide supplies for schools and students in need. A percentage of proceeds from sales of Back-to-School Puffs will benefit Educate the Children, a non-profit organization that provides school supplies and technology to underprivileged schools across the country. Additionally, Puffs and the maker of Crayola products are donating supplies for the classroom to Educate the Children.

Design the Box Contest Details

Entries for the Puffs and Crayola Design the Box Contest must be received by November 5, 2001. For more information on the contest, or to obtain a complete set of rules, visit www.puffs.com or www.crayola.com.

How to Enter

- On one side of an 8 1/2 x 11-inch sheet of plain paper, children should illustrate "What I Like Best About School." The theme should include any aspect of school they enjoy, from friends to academics to sports. Entries can be drawn in crayon, marker, pencil, pen, chalk or paint.
- On the back of the drawing, print the child's name, complete address (including zip code), telephone number, and the child's school and complete address, and indicate the grade the child is attending at time of entry (K-6).
- Mail completed entry and design or drawing, with first-class postage affixed, to Puffs and Crayola Back-to-School Design Contest, P.O. Box 4115, Blair, NE 68009-4572.
- Entries must be received by 11/5/01. Limit one entry per envelope.