

## More Than Two Million Dollars In Scholarships Up For Grabs!

(NAPSA)—KRAFT® Macaroni & Cheese is pulling out all the stops to celebrate its 65<sup>th</sup> birthday by offering cheesy kids from coast to coast a chance to win more than two million dollars in scholarships. Loyal fans can enter during a trip to the grocery store to win one of the scholarships available through the local in-store sweepstakes. Or, for even more chances to win, kids can enter the national “I Want the Blues!”™ Contest—back for its fifth fantastic year. This contest favorite will award twelve talented winners a \$10,000 scholarship, a family trip to Orlando and their faces on the cover of the famous blue box.

Kids ages four through twelve as of July 31, 2001, can enter the “I Want the Blues!” contest in one of three ways. They can create any written entry, such as a poem, jingle or story (no more than 100 words); create a one-dimensional drawing on an 8 1/2” x 11” piece of paper; or make a video entry by performing through acting, singing, dancing or any other manner (maximum length of video is two minutes and entry must be submitted on a standard VHS cassette videotape). In all the entries, kids are asked to express how much they love KRAFT Macaroni & Cheese.

Entries will be divided into three age groups: 4-6, 7-9 and 10-12. In each age group, there will be four winners (one written, one video, two drawings) for a total of twelve new Blue Box Kids. All entries will be judged on creativity and originality and appropriateness to contest theme (how much the entrant loves KRAFT Macaroni & Cheese).

In addition to the twelve grand prize winners, honorable mention prize packages will be awarded to 48 runners-up in the national contest. This prize includes a year’s supply of KRAFT Macaroni & Cheese (48 boxes), an Honorable Mention Certificate and an “I’m a Blue Box Kid!” t-shirt.

Entries should be sent to “I Want the Blues!” 2001 Contest, P.O. Box 466081, Lawrenceville, GA 30042-6081, and should include the child’s complete name, date of birth, complete address,



day and evening telephone numbers and specify the type of entry (written, drawing or video). Entries must be received by July 31, 2001. To receive a copy of the official contest rules, send a self-addressed stamped envelope to Blues Rules, P.O. Box 466082, Lawrenceville, GA 30042-6082. Winners will be announced in February 2002.

For more information on the national “I Want the Blues!” contest, visit [www.thecheesiest.com](http://www.thecheesiest.com) or call 1-800-288-4024.

### New In-Store Winners!

For the first time ever, parents can win scholarships for their kid’s education from KRAFT Macaroni & Cheese through local in-store supermarket giveaways during May and June 2001. Check your local supermarket for exact details on these exciting scholarship opportunities in your area.

KRAFT® Macaroni & Cheese is produced by Kraft Foods North America, Inc., the nation’s largest consumer packaged foods company. Kraft is a registered trademark of KF Holdings.