

New Blue Box Kids Shine

New Video Category Broadens Kids' Contest

(NAPS)—Twelve kids danced, drew and wrote their way to fame, fortune and fun to join the ranks of the famous Blue Box Kids. The KRAFT® Macaroni & Cheese “I Want the Blues!”™ contest continues to get bigger, better and, of course, bluer with new ways for kids to express their love for America’s mac ‘n cheese. In addition to the traditional story and drawing category, the fourth year of the contest gave contestants the opportunity to show off their love of this mealtime favorite for the camera. In fact, three of this year’s twelve winners were chosen from the new video category. The elite group was selected from a national pool of more than 12,000 entries.

All twelve winners ‘cheesed’ it up at a photo shoot in Orlando—where they received star treatment while posing for their close up on the famous blue box. The next day they made their Blue Box Kids debut at a special ceremony at SeaWorld Orlando.

The Blue Box Kids will each be awarded a \$10,000 college scholarship and a family trip to Orlando. In addition, each of their faces will grace the front of more than a million special edition boxes of KRAFT Macaroni & Cheese hitting store shelves early this summer.

Stirring Up Their Imagination

Kids ages four through twelve nationwide had the chance to enter the “I Want The Blues!” contest in one of three ways: by submitting a creative written entry, such as a poem, jingle or story; drawing an imaginative picture;



or making a unique video—all expressing why KRAFT Macaroni & Cheese is their favorite.

Winners “Made Waves” In Orlando

The winners had fun in the sun during their stay in Orlando. First, they said ‘cheese’ to the camera at a photo shoot for the cover of the famous blue box. Then, the Blue Box Kids were honored in a special ceremony at SeaWorld Orlando where they were unveiled to the world. During their visit, they got a guided behind-the-scenes tour educating them about the creatures under the sea and other ‘splashtacular’ surprises, including meeting a whale of a star, Shamu.

In addition to the top 12 winners, new this year were 48 finalists that received a prize package including a year’s supply of KRAFT Macaroni & Cheese, an Honorable Mention Certificate and an “I’m a Blue Box Kid!” T-shirt. For more information on entering this year’s contest in May, log onto www.thecheesiest.com.

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