

# AMERICA'S LIL' HEROES

## Contest Seeks Pint-Size Role Models

(NAPS)—When it comes to America's young people, it's anything but the same old story. Children as young as 6 and older are part of a nationwide trend toward doing more for others, helping out in a variety of ways and working to make their neighborhoods and communities into better places.

### Honoring Heroes

And through an inspiring new contest, grown-ups can nominate these outstanding kids—Has he or she helped a friend or classmate who is less fortunate? Or shown bravery in a tough situation?—for a chance to win a U.S. Savings Bond and a special delivery of sundae cones.

“Children can accomplish amazing things,” says John Harrison, official ice cream taster for the Nestlé Drumstick brand. “We are delighted to recognize their heroic efforts and reward young heroes for making a positive difference in their communities. Entries will be judged on the child's accomplishments, as well as the originality and creativity used to achieve their goals.”

Among the accomplishments of previous contest winners are:

- Maintaining a positive attitude and filling other people's days with smiles, despite awaiting a bone marrow transplant as treatment of a rare blood disease;
- Children of military personnel who pull double duty to help keep their households running—and keep their mothers from getting lonely—while their fathers are off on various deployments;
- Raising funds and training for a race to help people in Ethiopia with lifesaving surgeries; and
- Organizing blanket drives for a local orphanage, collecting cans for recycling, donating to the poor



**A new contest is honoring children who work to make a difference in their communities.**

and sponsoring Military Appreciation nights with their scout troops.

Entry forms for the Nestlé Drumstick Lil' Drums Lil' Heroes Contest are available at [www.drumstick.com](http://www.drumstick.com). Submit your story (150 to 500 words), along with the completed entry form, describing why the child deserves to be a Nestlé Drumstick Lil' Drums Lil' Hero. Adults over the age of 18 may nominate children between 6 and 13 years of age who are residents of the United States. Official contest rules are available online. All entries must be received by August 15, 2009 to be considered.

### About Lil' Drums

Lil' Drums are original Nestlé Drumsticks reinvented in a smaller, more convenient snack size. This reinvention of an American classic is every bit as fun and delicious as the original, with just 140 calories. They are available in a variety of flavors: Cookie Dough, Chocolate Fudge Brownie, Vanilla with Chocolatey Swirls, and Chocolate with Chocolatey Swirls. To learn more, visit the Web site at [www.drumstick.com](http://www.drumstick.com).