

BACK TO SCHOOL

Great Lakes, Great Flavors, Great Sales!



**Win
cash for
schools!**

Lunchbox Staple

Michigan Apples earn rave reviews from moms, and kids love them, too! They fit perfectly in the lunchbox and in the palm of a child's hand. A healthy snack that keeps 'em coming back for more.

Schools Win!

Michigan Apple Committee is proud to help schools by awarding cash prizes in the annual Michigan Apple School Sweepstakes.

Participating schools can win up to \$5,000 by simply collecting the Michigan Apples logos from the Michigan Apple bags, and entering them in our random drawing.

It's Easy!

Students have all school year to encourage parents to buy Michigan Apples, clip and save the logos. Winners will be chosen in a random drawing in Spring 2012.

Help spread the word about this valuable program — it benefits your neighborhood kids, and will increase sales of Michigan Apples in your produce department.

Michigan Apple School Sweepstakes Prizes:

- \$5,000
- \$3,000
- \$1,000

Official rules at MichiganApples.com/school-sweepstakes.html

MARKETING CALENDAR	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
COOKING WITH APPLES	🍏	🍏	🍏	🍏	🍏				
LOCALLY GROWN	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏	🍏
MICHIGAN HONEYCRISP	🍏	🍏	🍏						
MICHIGAN JONAGOLD		🍏	🍏	🍏	🍏				
HEALTH & FITNESS					🍏	🍏	🍏		
EARLY SEASON REBATE	🍏	🍏							
HOLIDAY BAKING REBATE		🍏	🍏						
BULK PACK REBATE			🍏	🍏	🍏	🍏			

PURE MICHIGAN®

See back for more! >>

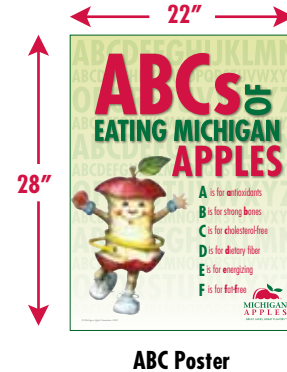


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Get FREE support materials.

Tell your customers about the Michigan Apple School Sweepstakes.



Download the following free support materials from MichiganApples.com/schools&kids:

- Letter to parents
- Letter to retailers
- Bulletin board flyer
- Collection box graphics

I am interested in learning more about Michigan Apples School Sweepstakes!

Contact: _____

Title: _____

School: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: (_____) _____

Number of students: _____

Geographic area serviced: _____

Fax to Michigan Apple Committee at (517) 669-9506.

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