

Merchandising Makeover: Pillsbury Bakery Edition 2009 Contest!

ENTER TODAY!

Official Entry Form

Merchandising Makeover: Pillsbury Bakery Edition Contest



Brought to You by the Retail Bakers of America and the Pillsbury Bakery Institute



GRAND PRIZE

One (1) Grand Prize Winner will receive a store front Merchandising Makeover for his/her bakery valued up to \$5,000!

HOW TO ENTER

1. Fill out the Official Entry Form and Consent and Release form completely and accurately.
2. Attach your essay and photos describing why your bakery needs a makeover.
 - Essay must be 250 words or less, in a readable font.
 - A maximum of five (5) photos will be accepted for each entry.

3. Mail your completed forms, essay and photos to:
Merchandising Makeover: Pillsbury Bakery Edition Contest
P.O. Box 72919
Rockford, MN 55572

Entries must be postmarked by May 1, 2009. See Official Rules on reverse for complete details.

Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (_____) _____

Evening Phone (_____) _____

Date of Birth _____

CONSENT AND RELEASE

For good and valuable consideration, including the opportunity to enter the Pillsbury Bakery Edition Contest (“Contest”), the receipt of which is hereby acknowledged, the undersigned hereby authorizes and grants to General Mills, Inc., its successors, licensees, nominees, and assigns (“General Mills”) the following irrevocable rights:

- (1) The right to use the photographs enclosed herein (or hereafter provided in connection with the Contest) and the Bakery Pictures (as defined below) for any purpose whatsoever, including the right to alter the photograph(s) as necessary for special or aesthetic constraints, in all mediums whether now existing or developed in the future. I hereby waive any right of mine or the Bakery’s to inspect or approve General Mills’ use of photographs or Bakery Pictures as they may be used by General Mills.
- (2) In the event that the Bakery wins a prize, General Mills shall have the right to take pictures of the Bakery before, during and after the Bakery Makeover (“Bakery Pictures”).
- (3) The right to keep, use and publish the Bakery’s contest entry and any other information, documents or images submitted in connection with the Contest without further consideration.
- (4) To the extent any photographs or Bakery Pictures contain individuals, Bakery and its agents shall cooperate with General Mills to obtain consents and releases as reasonably required by General Mills.

I represent and warrant that I am the author of and own all rights to the photographs enclosed herein or otherwise submitted in connection with this Contest. The Bakery and I hereby agree to release and discharge General Mills from any and all claims relating to the use of its photographs, contest submissions or Bakery Pictures.

ACCEPTED AND AGREED BY:

_____ (“Bakery”)

By: _____

Print Name: _____

Title: _____

Date: _____

JUDGING CRITERIA

- **Vision:** Detailed description of plan for the bakery’s future
- **Passion:** Demonstrates sincere interest & enthusiasm for the baking industry
- **Opportunity:** Effectively articulates the merchandising makeover opportunity

CONTEST ABBREVIATED RULES

Obtain an Official Entry Form in *Pillsbury RISE Newsletter* or at www.rbanet.com, fill it in and send it with your original essay and photo(s) describing why your bakery needs a makeover. Entries must be postmarked by May 1, 2009.

One (1) winner will receive a store front makeover for his/her bakery valued at approximately \$5000. Total approximate retail value of all prizes is \$5,000. Open to members or authorized representatives of the Retail Bakers of America association who are legal residents of the United States residing in one of the 50 United States or the District of Columbia 18 years of age or older as of 1/1/09. For Official Rules and more details, go to <http://www.rbanet.com/>. Sponsored by General Mills Sales Inc., One General Mills Blvd., Minneapolis, MN 55440. Odds of winning depend on the number of entrants.