



THREE EASY WAYS WGC MEMBER COMPANIES CAN PARTICIPATE

1. Contribute Prizes for the Grainies Awards

Support our Whole Grains Month campaign by taking part in our special award season event! This September, consumers will compete to win a coveted Grainie Award and take home some whole grain treats. We'd love to feature your company's products as part of the prize and send social media attention your way.

Prize contributions may include individual whole grain products or branded merchandise such as water bottles or tote bags. Keep in mind that each prize will be going directly to one winner, and whole cases of product may be too much for one recipient – we recommend contributing individual items for each prize. In September, once we've selected the winner/s of the bundle/s that include your giveaways, we will email you the winner's address so that you can ship the item directly to them.

To participate, email caroline@oldwayspt.org with the following information:

- How many individual items (between 1-10) you'd like to contribute
- What specific items they are (e.g. two boxes of oat & honey granola, a branded baseball cap, etc.)
- The names of your company's social media accounts (if any) so that we can tag you and get you more visibility
- Optionally, send us a photo of your prize item/s and we may be able to include them in marketing materials or a blogpost highlighting the event

2. Tell Your Audience about The Grainies

We'd love to include your audience in our celebration! Post about the contest on social media using **#WholeGrainsMonth** throughout September or send your followers straight to our event site, WholeGrainsCouncil.org/month, for more information about entering to win.

3. Share Whole Grain Content on Your Social Channels All Month Long

We encourage you to celebrate Whole Grains Month in your own way. Share your favorite whole grain recipes, talk about your favorite grains, choose a day to run a giveaway or sale. Just remember to use **#WholeGrainsMonth** so we can help amplify your message! You can also tag us at [@oldways_pt](https://www.instagram.com/oldways_pt) on Instagram and [@OldwaysPT](https://www.facebook.com/OldwaysPT) on Facebook.