

—THE 2ND ANNUAL— GRAINIES



#WholeGrainsMonth

September 2021



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 among the prizes and send social media attention your way.

Prize contributions may include individual whole grain products, branded merchandise such as a water bottle or tote bag, or a bundle that includes a few of these items. Keep in mind that each prize/bundle will be going directly to ONE winner, and whole cases of product may be too much for one recipient – we recommend contributing single items (or an assortment of a few different individual items) for each prize.

In September, once we've selected the winner/s of your prize/s, we will email you the winner's address so that you can ship the item/bundle directly to them.

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

- How many prizes/prize bundles you'd like to contribute (between 1-10)
- What specific items are in each prize/prize bundle (e.g. two boxes of oat & honey granola and a branded baseball cap)
- 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 on Instagram and @OldwaysPT on Facebook.