



## THREE EASY WAYS WGC MEMBER COMPANIES CAN PARTICIPATE

### 1. Contribute Prizes for Our Whole Grain Bingo Contest

Support our Whole Grains Month campaign by contributing prizes for our Whole Grain Bingo contest. Get your brand in front of a new consumer audience and win yourself some new brand loyalists. Consumers will complete whole grain challenges throughout September, earning themselves filled-in blocks on their bingo cards. Several of our bingo winners will be randomly selected to take home whole grain treats. We'd love to feature your company's products among the prizes and send some social media love 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](mailto: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 give your contribution lots of visibility
- Optionally, send us a photo of your prize item/s and we may be able to include them in marketing materials or a blog post highlighting the event

### 2. Tell Your Audience about Whole Grains Month

We'd love to include your audience in our celebration! Post about our Whole Grain Bingo contest on social media using **#WholeGrainsMonth** throughout September or send your followers straight to our event site, [WholeGrainsCouncil.org/month](http://WholeGrainsCouncil.org/month), for more information about playing for a chance 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.