

Opportunistic Branding, School/Home Educational Campaign & Social Media Programs

Smiling the SMILES
Educator's Guide

SMILESTONES
For Great Classroom Behavior

Presented by **McCain SMILES**

Smile with the fun and joy of the inside!

McCain SMILE-O-METER
Good Behavior & Attendance For Mrs. Smith's Class

McCain SMILESTONES
FRIES

That's the SMILE Spirit!

NEW!

McCain

ENJOY THE BEST SALES WITH THE BETTER BATTER!

McCain CRAFT BEER
Thin Cut Fries
Natural Potatoes

Introducing **NEW McCain® Craft Beer Battered Fries**

McCain
ALL NATURAL

IT'S ABOUT TIME.
Wash, Peel, Cut

or
Open

McCain purely potatoes
Wash, Peel, Cut
Shredded Hash Browns
French Fry

facebook

Sweet TALK
Our Sweet Potatoes Fries and you could WIN a year's supply of McCain® Sweet Potato Fries

Plus \$500 Cash to spend on your sweetie!

Details Enter Now Official Rules

- It's easy! In 25 words or less, tell us how much you love our Sweet Potato Fries for your chance to win. The "Sweetest The Sweet Talk, The Better!"
- Over 100 lucky winners will receive "Sweet" prizes from McCain.
- Hurry! Submit your "Sweet Talk" entries by 10/18/11 to be eligible to win! Winners will be drawn on 10/15/11 (Sweetest Day)... ohhh, isn't that sweet!

NO PURCHASE IS NECESSARY. Hurry, some prizes ends 10/15/11

share your talent win our taters
SWEEPSTAKES

Show us your pure, all-natural talent and make America smile! Show off what you do best, whether it's singing, dancing, joke-telling, juggling, hula-hoops, or cooking, take a video and share it with us.

Read our Official Rules, Terms & Conditions. Want to know more about our prizes? Check them out here.

Share a smile with us and you could win a year's supply of McCain® Smiles®!

Enter Sweepstakes

Details Enter Now Invite Friends

- It's easy!** Just like us and submit a smiling photo of you, your kids or your family for a chance to win
- Over 100 lucky winners** will receive great McCain Smiles prizes...now that's something to really smile about!
- Hurry!** Upload your smiling photo by XX/XX/11 to be eligible to win! Tell your friends too!