

# KIDS KORNERS

## Creative Kids 6-12: The Next “Pop” Artists?

(NAPSA)—For youngsters with an artistic bent, a new contest could be described as being “totally tubular.”

That’s because, in celebration of a popular frozen snack’s 50th birthday, kids have the opportunity to redesign its signature tube—and potentially have their artful creations adorn millions of packages nationwide.

To mark a half century of flavorful snacking, Nestlé Push-Up is launching Push-Up and Create, a search for kids who can create the next great work of “pop” art. Beginning February 2, 2009, children will have a sweet opportunity to demonstrate their creative talents through this unique art contest. Three winning kids will have their designs featured on millions of limited-edition Push-Up tubes.

In addition to having their artwork showcased on this popular frozen snack, each of the three Grand Prize winners will also receive a \$1,000 gift card that can be used for art supplies and a \$2,500 donation to his or her school.

“Kids and kids at heart love the Nestlé Push-Up tube and its colorful designs,” says John Harrison, official taster for the Nestlé Push-Up brand. “What better way to celebrate our 50th birthday than to invite kids to submit their own creations?”

Kids ages 6-12 are invited to design a unique “virtual” tube by visiting [pushupandcreate.com](http://pushupandcreate.com), where they can use online design tools to create cool backgrounds, mix colors and sketch their own



**To mark the 50th birthday of a popular frozen snack, kids are invited to redesign its signature tube.**

masterpieces. Think orange tree fields and grape-kissed skies, rainbow sherbet-striped puppies and sequined stars; the options are limitless and creativity counts. Young artists can also download a template from the Web site, print it out and design and mail their masterpiece to Push-Up and Create, P.O. Box 713, New York, NY 10013-0713. Entries must be submitted between February 2 and August 31, 2009.

Nestlé Push-Up is available in four delicious assortments: Nesquik Creamy Delights, Laffy Taffy, Fruit Mania and Rainbow Twisters. These frozen snacks are fun for kids (and kids at heart) and each flavor has 90 calories or less.