

FUN WITH FOOD

Happy Birthday Blue Box

Birthday Celebration Gives Money To Kids

(NAPSA)—How does America's favorite mac n' cheese celebrate its 65th birthday in style? By awarding its 12 "cheesiest" fans with "I'm a Blue Box Kid!" honors.

The selected 12 will be announced as part of KRAFT® Macaroni & Cheese's 65th birthday celebration. Through the "I Want the Blues!" contest, each of the 12 lucky kids won a \$10,000 college scholarship, their face on the Blue Box, a family trip to Orlando and were invited to a one-of-a-kind birthday celebration.

"In addition to the \$120,000 in college scholarships awarded through the 'I Want the Blues!' contest, two million dollars was awarded through in-store scholarship giveaways just this year," said Amy Bailey, KRAFT Macaroni & Cheese Senior Brand Manager. "We wanted to reward our most loyal fans with the gift of education."

For admission, kids submitted an essay, video or drawing expressing why they love KRAFT Macaroni & Cheese. Following is a sample of the winning entries:

• Lydia Isabella Zyler, 5, of Martinez, Ga. Her winning video showed the things she would do 1,000 times for a chance to eat "THE CHEESIEST," such as swim-



An American icon turns 65 and awards kids with college scholarships.

ming 1,000 laps, turning 1,000 cartwheels and giving her teacher 1,000 apples.

• Paul Kraus, 10, of Fountain Valley, Calif. His space-influenced drawing shows that he loves "The Blues" because "they are out of this world."

• Brandon Mulcahy, 10, of Manassas, Va. He wrote a poem telling how he was a KRAFT Macaroni & Cheese lover who professed his love for the Blue Box directly after birth.

In addition to the 12 grand prize winners, 48 honorable mention prize packages were awarded to honor even more mac n' cheese fans. The packages include a one year's supply of KRAFT Macaroni & Cheese (48 boxes), an Honorable Mention certificate and an "I'm a Blue Box Kid" T-shirt.