

# Pizza Facts & Fancies

## Singing Pizza's Praises

(NAPSA)—The next time you tell your family you're making pizza it may be music to their ears—literally. Imagine flying off to England to see Elton or heading to New York for N'SYNC. Maybe Dion in Denmark is more your speed. Or perhaps you want to rock with Janet in Japan. These are just a few of the options you will have if you find a pizza box that plays music.

The musical boxes are part of a contest that will award four grand prize winners the chance to see a concert of their choice in New York City, New Orleans, Los Angeles, Nashville, Barcelona, Sydney, London, Paris, Tokyo or Copenhagen. Contestants will know they've won a trip if the box for their frozen pizza plays music when they open it.

Additionally, one in five people will instantly win \$3 in "Music Cash," which can be redeemed for merchandise at major music outlets around the country. One hundred first prize winners will receive portable CD/MP3 players.

The contest, called "The World's Greatest Pizza Promotion," is a first-of-its-kind effort from Schwan's Consumer Brands North America and Europe, a global leader in frozen pizza sales.

All Tony's® pizza, Red Baron® pizza and Freschetta® pizza boxes will run the promotion, which will give away a total of \$20 million in



**Consumers who find a musical pizza box will win trips to one of ten cities around the world to see a concert of their choice.**

music prizes. "Often recognized by the yellow home delivery trucks, Schwan's also has a commanding presence in the retail grocery industry offering several major brands," said John Beadle, president and COO, Schwan's Global Consumer Brands. "We are excited to offer more reasons to enjoy our pizza choices in the frozen food aisle through The World's Greatest Pizza Promotion."

Consumers also can visit [www.theworldsgreatestpizza.com](http://www.theworldsgreatestpizza.com) for a chance to win additional prizes. Information on The World's Greatest Pizza Promotion is in stores and on all of the company's frozen pizza boxes.



**Note to Editors:** Promotion ends October 30.