

# food for thought



## THE KRAFT DINNER\* SCHOLARSHIP SWEEPSTAKES

Quick, easy KRAFT DINNER\* Macaroni & Cheese has always helped students through busy times with good nutrition and the good taste of KRAFT cheese. Now it could help you through school.

You could be one of 3 lucky university students in Canada to win a \$1,000 scholarship from KRAFT.

Three proofs-of-purchase of KRAFT DINNER\* Macaroni & Cheese will get you entered in the KRAFT DINNER\* Scholarship Sweepstakes.

To start you off right, here's 25¢ off three boxes of KRAFT DINNER\*.



### Rules & Regulations

- 1 Print your full name, address and telephone number on the entry form or on a 3" x 5" piece of paper, and mail together with three (3) UPC symbols (the small box with the series of vertical black and white bars) from KRAFT DINNER\* Macaroni & Cheese (or a hand-drawn facsimile of any such labels, not mechanically reproduced). Enter as often as you wish, but mail each entry separately bearing sufficient postage. To be eligible entries must be received no later than **May 31, 1985 THE CONTEST CLOSING DATE**. KRAFT will not be responsible for lost, destroyed or wrongly addressed envelopes. No purchase required.
- 2 There will be a total of three (3) prizes of \$1,000.00. All prizes will be awarded on a random basis.
- 3 A random draw will be made by an independent judging organization from all eligible entries received on or before the contest closing date May 31, 1985. The drawing will be held on June 17, 1985 at 8:30 a.m.
- 4 In order to win THE KRAFT DINNER SCHOLARSHIP SWEEPSTAKES, the selected entrants must first correctly answer a time-limited mathematical skill-testing question to be administered by mail. All selected entrants will be

required to sign a release declaration confirming compliance with the contest rules and acceptance of the prize as awarded. The chances of being selected depend upon the total number of eligible entries received.

5 This contest is open to all resident university students in Canada 18 years of age or over except employees of KRAFT LIMITED, its affiliated companies, advertising agencies, other representatives or agents, the contest judging organization and the persons with whom they are domiciled.

6 All entries become the property of KRAFT LIMITED, 8600 Devonshire Road, Town of Mount Royal, Quebec H4P 2K9, and no correspondence will be entered into except with the selected entrants who will be notified by mail or telephone. KRAFT LIMITED reserves the right to publish winners' photographs, voices, statements, names and addresses if so desired. All prizes must be accepted as awarded and the decision of the independent judging organization is final. Only one prize per family, or per household, or per address will be awarded.

7 This contest is subject to all federal, provincial and local laws. Any litigation respecting the conduct and the awarding of a prize in this publicity contest in Quebec may be submitted to the Régie des loteries et courses du Québec.

STORE COUPON

**25¢ off** 3 boxes of KRAFT DINNER\* Macaroni & Cheese.

**Participating Grocer:** For redeeming this coupon from your customer who purchases from you the three KRAFT stated products, KRAFT LIMITED, 8600 Devonshire Road, Mount Royal, Quebec H4P 2K9, will pay you 25¢ plus 9.9¢ for handling. Redemption on any other basis constitutes fraud. Upon request, you must prove purchase of sufficient stocks of stated KRAFT products to cover redeemed coupons which will be honoured only through participating retailers of KRAFT Products. Customer to pay any sales or similar tax. Coupon void if prohibited, restricted or taxed. For redemption, mail to KRAFT LIMITED, P.O. Box 3000, Saint John, New Brunswick E2L 4L3. Cash redemption value 1/20¢.

**Dear Consumer:** Redeem coupon promptly at Participating Grocer. One "25¢ Off" redemption per three items purchased. Offer only valid in Canada on stated KRAFT products.



25¢

\*TM. of KRAFT LIMITED



REDEEM PROMPTLY

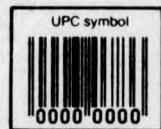
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### THE KRAFT DINNER SCHOLARSHIP SWEEPSTAKES

#### TO ENTER:

Fill out this coupon and mail it with three (3) UPC symbols from KRAFT DINNER\* Macaroni & Cheese (or a hand-drawn facsimile of any such labels, not mechanically reproduced) to:

KRAFT DINNER SCHOLARSHIP SWEEPSTAKES  
P.O. Box 9410,  
Saint John, New Brunswick E2L 4W8



Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

University currently enrolled in \_\_\_\_\_

Please note: By entering the contest, I acknowledge that I have familiarized myself with the rules and regulations and agree to be governed by them.



CONTEST CLOSING DATE: MAY 31, 1985.