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Lance Sandwich Crackers Announces \$10,000 Grand Prize Winners of Back to School Sweepstakes

CHARLOTTE, N.C. (October 31, 2013) – As part of its promise to give consumers more to love for its 100th anniversary, [Lance® Sandwich Crackers](#) is excited to announce three \$10,000 grand prize winners of its [Lance® “Back to School” sweepstakes](#). The leading sandwich cracker brand launched the sweepstakes this summer to help alleviate some of the stress associated with the rising costs of tuition and school supplies.

The “Back to School” sweepstakes received more than 40,000 entries and as part of the prizing, Lance also awarded 3,000 lunch bags as well as additional secondary prizes to contest entrants. The grand prize winners of the \$10,000 sweepstakes prizes are:

- Bill T. from Lakewood Ranch, Fl.
- Tai M. from Marietta, Ga.
- Jenifer R. from Knox, Pa.

The grand prize winners, who were notified in early October, have shared that their cash prizes will be put toward tuition for the 2014-2015 year, school supplies for an elementary school classroom, and a college savings fund, among other things.

Lance® has been satisfying America’s snacking appetite for 100 years with its deliciously crunchy [sandwich crackers](#) filled with real peanut butter or cheese and up to 6 grams of protein. The brand’s year-long 100th anniversary celebration has included the launch of Xtra Fulls™ Toastchee® and Xtra Fulls™ Toasty™, product improvements, social media giveaways and a promise to continue giving consumers “more of what they love.” The Lance® Snack Patrol also has held dozens of events across the country to surprise kids and adults with free sandwich crackers and fun-filled activities.

For more information about the 100-year history of Lance sandwich crackers its products and anniversary celebrations, visit www.lance.com.

About Lance® Sandwich Crackers

Lance® sandwich crackers and Lance® Cracker Creations® are available in nearly twenty varieties, including Toastchee®, Whole Grain and the new Cracker Creations® Granola and 5 Grain varieties. Each product is made with freshly-baked, crispy crackers or granola wafers and real peanut butter, cheese, cream cheese or chocolate filling. Lance® sandwich crackers and Lance® Cracker Creations® have 0 grams trans fat, no preservatives and no high fructose corn syrup. For more information about Lance® sandwich crackers, visit the brand on social media (@LanceSnacks or Facebook/LanceSnacks) or the Internet (www.lance.com).

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