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**Snyder's of Hanover Beats the Competition with ESPN 2014 Partnership**

*Consumer sweepstakes features grand prize trip to NYC to watch an ESPN college basketball tournament*

**HANOVER, Pa. – March 14** – Snyder's of Hanover is teaming with ESPN Radio to leverage the excitement and madness surrounding the end of college basketball season to attract flavor-seeking sports fans. The theme of the partnership centers on the idea of bold: bold plays in basketball and boldly-flavored snacks from Snyder's of Hanover.

The launch of the partnership is a month-long promotion, called "Boldest Play," which features a consumer sweepstakes where sports fans can vote for the week's boldest play in basketball for a chance to win a trip for two to New York City to attend an ESPN-televised college basketball tournament at Madison Square Garden. The grand prize also features round-trip airfare, hotel accommodations for three nights, a behind-the-scenes visit to the on-site ESPN broadcast production facilities, and a meet-and-greet with ESPN broadcasters.

Each week, widely-popular ESPN Radio personalities Mike Golic and Mike Greenberg will promote the "Boldest Play" sweepstakes on their show as well as select their picks for the boldest plays in basketball. Sports fans can then go to [espnradio.com/boldest](http://espnradio.com/boldest) to vote for their pick and be entered for the grand prize and weekly prize packs featuring Snyder's of Hanover snacks and ESPN branded items.

"Teaming up with ESPN gives us the perfect stage to promote the bold taste and innovative flavors of our snacks, while also offering a sensational opportunity for consumers to engage with the most popular resource in sports entertainment," said Eric Johnson, Senior Brand Director for Snyder's of Hanover. "We're extremely excited to partner with such a dynamic organization."

The partnership and "Boldest Play" Sweepstakes, which ends March 23, is being promoted on ESPN's TV, radio and digital properties, as well as through Snyder's of Hanover's social media channels, on-package call-outs and in-store displays. Snyder's of Hanover will also sponsor "Top Plays of the Week" on ESPN SportsCenter during the campaign.

ESPN and Snyder's of Hanover are encouraging sports fans to use #boldestplay to join the conversation on Twitter about bold plays. Mike and Mike will also promote Snyder's of Hanover Flavored Pretzel Pieces, new Sweet and Salty Pretzel Pieces, and new Korn Krunchers flavored corn snacks.

Snyder's of Hanover and ESPN are developing a strong, ongoing partnership to reach consumers which will be extended this fall with a "Boldest Play" campaign focused on college football.

To learn more about the Sweepstakes, visit [Snyder's of Hanover on Facebook](#) or at [www.snydersofhanover.com/boldest](http://www.snydersofhanover.com/boldest).

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### **About Snyder's of Hanover**

*For more than 100 years, Americans have enjoyed Snyder's of Hanover pretzels. With their unique sourdough heritage, Snyder's of Hanover pretzels today are available across the country in single-serve sizes as well as larger, 10, 12 and even 16-ounce bags perfect for sharing. Today, America's favorite pretzel is available in a wide variety of flavors, recipes and shapes, including traditional hard pretzels, flavored pretzel bites, sticks, rods, nibblers and even gluten-free options. For more information, visit [www.snydersofhanover.com](http://www.snydersofhanover.com). Or find Snyder's of Hanover on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).*

### **About Snyder's-Lance**

*Snyder's-Lance, Inc., headquartered in Charlotte, NC, manufactures and markets snack foods throughout the United States and internationally. The Company's products include pretzels, sandwich crackers, potato chips, cookies, tortilla chips, restaurant style crackers, nuts and other snacks. Snyder's-Lance has manufacturing facilities in North Carolina, Pennsylvania, Iowa, Indiana, Georgia, Arizona, Massachusetts, Florida, Ohio, and Ontario, Canada. Products are sold under the Snyder's of Hanover®, Lance®, Cape Cod®, Pretzel Crisps®, Krunchers!®, Tom's®, Archway®, Jays®, Stella D'oro®, EatSmart Naturals®, O-Ke-Doke® and Grande® brand names along with a number of private label and third party brands. Products are distributed nationally through grocery and mass merchandisers, convenience stores, club stores, food service outlets, and other channels. LNCE-G*