

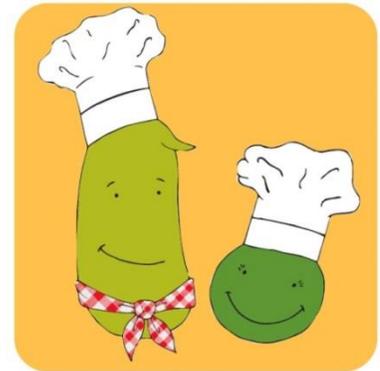


Ideas to Promote Bean Sprouts: Cooking Fun for Kids App to Benefit The Junior League's Kids in the Kitchen Initiative

If you are hosting a Kids in the Kitchen event in your community, here are a few ideas to help promote the \$0.99 app, where a portion of the proceeds benefit the initiative:

Download Flyer/Poster. Download the promotional flyer and post around the event venue, including check-in area and/or include it in the goodie bag (if there is one). This can also be printed as a 22" X 28" poster for more visibility.

Designate an App Helper. Ask one (or more) Junior League volunteers to walk around the event and engage in conversations with moms with iPhones and walk them through the download process in person* and/or hand-out business cards (see attached) with the app download info on it. Ask them to leave a review and/or rating in the store later, and thank them for supporting Kids in the Kitchen—as a portion of the proceeds from the \$0.99 app go to the initiative. Consider giving a Bean Sprouts sticker or other small gift for downloading the app. You can make your own stickers or tattoos using the Bean Sprouts characters you can download from the Kids in the Kitchen website.



Bean Sprouts

Set up a Food Fun Table. Set up a table with a cooking fun for kids activity! Try "Veg Heads" or "Itsy Bitsy Biters" or both! When not doing the activity – encourage moms who stop by to download the app onto their iPhone or iPad. Let them know that the food activities "Veg Heads" and "Itsy Bitsy Biter" are also available on the app to further encourage kids to try new tastes in a playful, fun way! Consider giving a Bean Sprouts sticker or other small gift for downloading the app* and/or hand-out a business card (see attached) with the app download info on it. You can make your own stickers or tattoos using the Bean Sprouts characters you download from the Kids in the Kitchen website. Download "Veg Heads" and "Itsy Bitsy Spiders" activities from the site too.

Provide a first-hand opportunity to try the app. If you have one available, set out an iPad with the app downloaded on it already for kids to try first hand! Designate a volunteer to help with the demo; you don't want someone to walk away with the iPad!

Do you have other ideas? Or do you want to share how your event went? We'd love to hear your feedback—and see photos too! Email us at info@beansprouts.com.

*The app must be downloaded when the device is connected to Wi-Fi. If having an event, it's a good idea to find out if the venue has Wi-Fi and if so, what the name is and password.