



## Campbell “AdDress Your Heart” Design Contest Program Fact Sheet

### Heart-Warming Dress Designs

Since a classic pop-art red and white paper dress was designed as a premium in the 1960s, Campbell Soup Company has a rich history of stylish, creative couture. Today, the Campbell red dress has become a cornerstone of the company’s commitment to the fight against heart disease.

### Share a Story. Design a Dress.

Together with fashion expert, Tim Gunn, Campbell Soup Company is asking people across America to design a Campbell red dress inspired by a real heart-health hero.

### Entering is easy as 1, 2, and 3

Start by visiting [CampbellsAddressYourHeart.com](http://CampbellsAddressYourHeart.com) and follow these three steps to enter (Deadline: November 6, 2009):

**Step One:** In 250 words or less, share a story about a heart-health hero and how she is an inspiration; why heart disease is a cause that is important and how you and/or your heart-health hero takes steps to live a heart-healthy lifestyle.

**Step Two:** Upload an original, predominately red, dress sketch (evening or cocktail) that incorporates the use of Campbell brand equities supplied on the web site.

- Equities include: the Campbell cornerstone, *Campbell's*<sup>®</sup> *Healthy Request*<sup>®</sup> logo, the Campbell script “C,” and script logo, two *Healthy Request* cans, the “AdDress Your Heart” logo or, an image of the portfolio of Campbell products that are certified by the American Heart Association.

**Step Three:** Describe your design: the fabric, color and any embellishments.

### Vote With Your Heart

The top three submissions will be selected by a panel of judges with the help of Tim Gunn and posted online for Americans to vote on their favorite during the month of January.

The winner and his/her heart-health hero will have the opportunity to celebrate American Heart Month with Tim Gunn on the red carpet of the *Woman’s Day* Red Dress Awards in February. With each vote online, Campbell will make a \$1 donation to the American Heart Association’s Go Red For Women movement (up to \$625,000).

### Heart-Felt Commitment

Campbell is committed to promoting heart health through the products it makes and the causes it supports. For more than three years Campbell Soup Company has been a proud national supporter of the American Heart Association’s Go Red For Women movement, recently extending its 2006 pledge to the Go Red For Women movement to \$3.6 million, by 2012.

### Learn to Love Your Heart

Visit [CampbellsAdDressYourHeart.com](http://CampbellsAdDressYourHeart.com) to learn more about the program and Campbell products that fit into a heart-healthy lifestyle.