



For Immediate Release

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FRENCH'S® MUSTARD HOSTS THE NO MORE KIDS WITH CANCER "MUSTARD CHALLENGE" AT NATIONAL
MUSTARD DAY

*** SATURDAY, AUGUST 5, 2017 ***

(MIDDLETON, WI) July 2017-- French's Mustard is once again an official sponsor of **National Mustard Museum** as it hosts its 27th annual **National Mustard Day** celebration on **Saturday, August 5**, from 10 a.m. to 4 p.m. This year's big squirt will host the world's biggest **Mustard Challenge**.

French's Mustard has teamed up with The Mustard Museum and the childhood cancer research accelerator **No More Kids with Cancer** to promote the "Mustard Challenge". The Challenge encourages people to eat a spoonful of French's mustard, film themselves, share their videos on social media, and donate to www.mustardchallenge.com. One hundred percent of donations from the Mustard Challenge will fund pediatric cancer research, and funds raised at the Mustard Challenge on National Mustard Day at the Mustard Museum will be matched by French's Mustard. This is part of the French's "We Promise" program that appears on French's products and across all of its communications, promising "great taste, real ingredients, and true commitment to our communities".

Additionally, all funds raised and matched by French's Mustard for the Mustard Challenge will also be matched by Stand Up To Cancer, resulting in a QUADRUPLE YOUR IMPACT opportunity for all donations from now until August 7, 2017.

Beginning at 1:00 p.m., mustard lovers, led by the **French's mascot**, will gather in front of the Main Stage at the Mustard Museum on Hubbard Ave in Middleton, WI to participate in world's biggest Mustard Challenge. Those that cannot attend the National Mustard Day Festivities at the National Mustard Museum can participate in the Mustard Challenge by taking the following steps:

- Film yourself eating a spoonful of hot mustard, challenge four friends to do the same, and donate at www.mustardchallenge.com.
- Post your video on your Facebook, Twitter and Instagram feed.
- Tag your friends, set your post status to "Public" and include #MustardChallenge #NoMoreKidswithCancer in your post.

- Most importantly, donate at mustardchallenge.com and help cure childhood cancer.
- Visit www.mustardchallenge.com for more detail.

The Mustard Challenge is a grassroots campaign that raises awareness and funds to discover safer, less toxic and more effective treatments for children with cancer – the leading cause of death by disease of children in the U.S. One hundred percent of donations from the Mustard Challenge will fund pediatric cancer research, and the first \$6 million raised by the Mustard Challenge will be matched by Stand Up To Cancer to fund a new, collaborative Pediatric Brain Cancer Dream Team.

“We believe kids, like adults, deserve treatments that are safer, less toxic and more effective than therapies developed from as far back as the 1950s,” said No More Kids with Cancer co-founder Amy Summy. “We thank French’s Mustard for their support and we hope that live Mustard Challenge events like the one at the Mustard Museum on Mustard Day will raise awareness and funds for childhood cancer research, expand treatment options, decrease suffering and improve outcomes for children with cancer.”

For more information on No More Kids with Cancer, visit www.nomorekidswithcancer.org.

“We at French’s are proud and honored to support No More Kids with Cancer and The Mustard Challenge,” says Abigail Powell, Vice President of The French’s Food Company. “We hope this event and other efforts help to drive awareness and funds for this wonderful organization.”

French’s has been a proud supporter of the National Mustard Museum and National Mustard Day for over 20 years. Beyond the Mustard Challenge -- National Mustard Day will feature a family-friendly salute to the King of Condiments featuring live music, mustard games, lots of hot dogs (to be slathered with mustard), frozen mustard custard, French crepes as well as family friendly games including “Hoops for Koops” Mustard Ring Toss, Fishing for Mustard, the Mustard Wheel of Fortune, Mustard Bowling, and the always popular “Feed the Curator.” The POUPON U Accordion Band will kick off the day’s activities and local favorites The Red Hot Horn Dawgs, followed by Marcy and the Highlights, will fill the stage.

The National Mustard Museum celebrated its first National Mustard Day in 1991 with only a small gathering of friends in the Curator’s back yard. It has grown to a major festival known around the world for its surreal dedication to a condiment that millions may take for granted – though not the mustard fanatics at the Mustard Museum. Last year, more than 6,000 fans of the Golden Condiment attended National Mustard Day and even more are expected this year.

About The French's Food Company

The French's Food Company, a global food company with offices and manufacturing locations in the United States, United Kingdom, Canada, Brazil, France and Mexico, has been bringing great flavor to people for more than 100 years. The company still crafts trusted foods using simple ingredients of the highest quality.

About The French's Promise

Signaling this commitment, a "We Promise" appears on French's products and across all of its communications, promising "great taste, real ingredients, and true commitment to our communities."

About No More Kids with Cancer

No More Kids with Cancer is a nonprofit research accelerator dedicated to funding groundbreaking childhood cancer research. We serve children with cancer – and the doctors and researchers working to save them – who urgently need alternatives to the 50s era, inhumane, side-effect-laden standard treatments used today. Collaborating with leading scientists – who share our belief that more research leads to more options – we're working toward our vision of No More Kids with Cancer. One hundred percent of public donations fund groundbreaking research thanks to the generosity of private donors. For more information on No More Kids with Cancer, visit www.nomorekidswithcancer.org

No More Kids with Cancer was inspired by Naya Summy, a determined, caring, intelligent and funny 11-year-old with a brilliant energy that rubbed off on anyone who knew her. She was diagnosed with high-risk medulloblastoma (brain cancer) when she was nine. She endured brain surgery, radiation and chemotherapy, only to relapse one year after her diagnosis. A cure didn't exist for Naya. In less than two years, her disease overtook her body, and her brightness and smile left our world. Naya's parents, Amy and Hank Summy, founded No More Kids with Cancer to carry out Naya's goal to end childhood cancer.

About Stand Up To Cancer

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a division of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry's resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about cancer prevention as well as progress being made in the fight against the disease. As SU2C's scientific partner, the American Association for Cancer Research (AACR) and a Scientific Advisory Committee led by Nobel Laureate Phillip A. Sharp, PhD, conduct rigorous, competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and provide expert review of research progress.

Current members of the SU2C Council of Founders and Advisors (CFA) include Katie Couric, Sherry Lansing, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Pamela Oas Williams, Ellen Ziffren, and Kathleen Lobb. The late Laura Ziskin and the late Noreen Fraser are also co-founders. Sung Poblete, PhD, RN, has served as SU2C's president and CEO since 2011.

For more information on Stand Up To Cancer, visit www.StandUpToCancer.org.

About The Mustard Museum

The nonprofit National Mustard Museum holds the world's largest collection of mustards (approaching 6,000) and mustard memorabilia. Founder and Curator **Barry Levenson** reminds food lovers that mustard is not only a versatile condiment but a healthy one, too. "With no more than 10 calories per serving and no fat or cholesterol, it really is the King – and Queen – of Condiments."

With the help of Confidential Condiment Counselors, visitors can taste more than 450 different mustards, on National Mustard Day and every day, in the Museum's Gourmet Gift Shop. The Museum is also the home of America's tongue-in-cheek Mustard College: **POUPON U**.

