

Look for Kellogg's products including their NEW Kashi Bars featured with all your favourite foods at Chartwells retail outlets on campus!

Promotion:

text to WIN

END THE


&

cash
CRUNCH
WITH *Kellogg's*

You could WIN
1 of 3 prizes of

\$5000 CASH

Plus Text to Win
instantly 1 of 4000

chapters.indigo.ca 

\$20

e-gift cards

How it Works:

Consumers receive a Kellogg's* PIN Card when they purchase Kellogg's* products.

1

They text their PIN code and find out instantly if they are a potential winner of a \$20 Chapters e-gift card.

Potential winners are sent instructions to go to www.winwithkelloggs.ca to answer a skill-testing question.

Upon success they will receive their promo code worth \$20 on www.chapters.ca

Plus

2

Customers can go to www.winwithkelloggs.ca to register with their PIN code and submit their maximum 250 word entry on why they should win \$5000 in cash to help end their cash crunch.

Entries will be narrowed down to top 10 from which 3 winners will be drawn.

