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CRUNCH PAK® LAUNCHES THE MOVIE MAGIC SWEEPSTAKES

CASHMERE, Wash. (Mar. 2, 2017) — [Crunch Pak®](#), the leading provider in sliced apples, announces the launch of its consumer promotion, The Movie Magic Sweepstakes. By encouraging people to enter the sweepstakes for a chance to win movie-themed prizes, the brand plans to support and share information related to their snacks featuring many beloved movie characters and consumption of fresh fruits as movie snacks.

Between Mar. 1 and Apr. 12, people will be able to enter the sweepstakes for the chance to win a grand prize of “free movies for one year,” valued at \$525. Participants will also have the chance to win weekly, deluxe gift baskets filled with a \$25 Fandango gift card, blu-ray and digital copy of a “fan favorite movie,” popcorn and vouchers for free Crunch Pak products and swag.

“Snacking occasions in many households are on the rise, and nearly impossible to avoid while watching movies with friends and family,” said Krista Jones, director of marketing for Crunch Pak. “People reach for our products while on-the-go, so why not include them as part of a delicious and healthy movie snack?”

With the support of major food influencers, including Aimee from [Shugary Sweets](#) and Jocelyn with [Inside BruCrew Life](#), the brand expects thousands of entrants to the sweepstakes, which will allow Crunch Pak to continue to nurture their consumer connections with recipe inspiration, new offers and more retailer specific content that appeals to their individual lifestyles and preferences.

Crunch Pak products can be enjoyed as they come paired with dipping options, or with the opportunity to get creative by making healthy swaps with the individual sliced apples in traditional recipes. For more inspiration, check out [The Sliced Life](#), a blog by Crunch Pak, or follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

For more information about The Movie Magic Sweepstakes, please visit www.crunchpak.com.

About Crunch Pak®

Crunch Pak is the industry leader in fresh sliced apples. Founded in 2000, Crunch Pak is committed to providing the highest quality organic and conventional sliced apples in the market. Crunch Pak’s family of brands includes Crunch Pak with Disney and Crunch Pak Organics. The primary distribution is via retail channels; annually Crunch Pak creates more than 1 billion apple slices at plants in Cashmere, Wash., and New Jersey *One Slice at a Time*®.

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