

Heroes Are Everywhere, And It Pays To Talk About Them To Hickory Farms, Through Nov. 15

Essay Contest Recognizes Mentorship

Media Advisory

MAUMEE, Ohio/EWORLDWIRE/Oct. 31, 2007 --- Behind every athlete there is a coach. Behind every successful musician, artist, or writer, there is a mentor. A person who embodies the qualities of a friend, instructor, leader and encourager - a true hero. Hickory Farms(R), a specialty food and food gift marketer, is giving Americans who are thirteen or older, the chance to talk about their heroes and earn money for their favorite charities at the same time.

"Hickory Farms has always been committed to our community," explains Alyssa Lew, Hickory Farms' customer marketing manager. "We realize what a tremendous impact mentors have on our communities, and on our nation. The Halftime Heroes contest is our way of bringing attention to one of the most positive aspects of aspiring to a goal in America. Through this program, we're able to give recognition and appreciation to people who are contributing so positively to the lives of others, while creating memories that last a lifetime."

This may include teachers, coaches, counselors, parents, or anyone who has played the role of coach or mentor in someone's life.

Halftime Heroes is an essay contest. Entries will be judged on originality, inspirational value and writing quality. Essays must be less than 250 words and describe someone who has made a difference in one's life by being a great coach or mentor.

The Halftime Heroes contest winner will choose a charitable organization to receive the \$5,000 grand prize. Also awarded will be five runner-up prizes of \$1,000 each. In addition to the money for the charitable organization, the winning participant will also win recognition for their mentor.

Entries will be accepted online at '<http://www.halftimeheroes.com>' through November 15, 2007. Essays may also be mailed to "Halftime Heroes Essay", P.O. Box 1324, Toledo, OH 43603. For a list of complete contest rules, visit '<http://www.halftimeheroes.com>' or mail your request to: "Contest Rules" at the above address.

Hickory Farms, based in Maumee, Ohio, is a specialty food and gift marketer. Hickory Farms distributes through national grocery chains, mass merchants, more than 600 seasonal selling locations, and through its catalog operation (800-222-GIFT) and Web site ('<http://www.hickoryfarms.com>').

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