

*Lending a helping hand and 2 MILLION meals for those in need!*

As people are dealing with a new reality amidst COVID-19, they're looking to their favorite brands to help make things just a little bit better – and offer a chance to help!

## THE IDEA:

It's a cherished tradition to host a Cookout in the back yard when the weather warms up

But what happens to this time-honored practice in a world where being social is replaced with social distancing?

Oscar Mayer is inviting you and your neighbors...and the whole country, to grill out in the **FRONT YARD**, instead.



## EXECUTION:

### The Front Yard Cookout

On **May 2<sup>nd</sup>** and through the month of May, Oscar Mayer is hosting the Front Yard Cookout. We are calling neighbors and friends to move their grills to the front, to share the cookout tradition while staying connected...safely apart.

### 2 Million Meals Donated

And this isn't *just* about seeing our neighbors and friends again. This is also about doing some good for the nation. Oscar Mayer is donating 1 million meals to Feeding America, and for every picture of a front yard cookout shared using #FrontYardCookout, Oscar Mayer will donate an additional meal to Feeding America – up to a million more!



The Front Yard Cookout's optimistic message is going to be supported with heavy national media support and on-the-ground activation

featuring National TV spots, Social / Digital, and visits from the fleet Wienermobiles to select areas to *drive even more smiles!*

