



KERNELS OF KINDNESS™ FAQ

What is Kernels of Kindness™?

Kernels of Kindness is a national grassroots program that awards 100 \$1,000 grants to people and organizations around the country who bring joy and happiness to others by doing good in their communities.

What is JOLLY TIME Pop Corn?

JOLLY TIME Pop Corn is America's original family-owned popcorn company that has produced and marketed the first-ever branded popcorn for 100 years. JOLLY TIME offers a variety of traditional and microwave popcorn products in grocery stores nationwide and in nearly 40 countries around the globe. JOLLY TIME Pop Corn is gluten free and is made using GMO-free popcorn. Learn more at www.jollytime.com.

Why did JOLLY TIME create and sponsor this campaign?

JOLLY TIME's greatest joy and constant motivation is bringing people together. In celebration of its 100th birthday, JOLLY TIME wants to give back to the community in spirit of deep dedication to family and fun, while honoring the many people who do good in their communities.

How do I nominate someone?

Nominations can be made at jollytime.com/kernelsofkindness.

When are nominations accepted?

Nominations are accepted May 15-June 15, 2014.

What is the nomination process?

Nominators will submit contact information and a nomination using a form that allows for up to 200 words. Nominators are encouraged (but not required) to upload a photo or short video (5 minutes or less) to accompany the written nomination.

Nominators may nominate as many people for the Kernels of Kindness program as they wish. Nominators will receive one coupon for a free box of JOLLY TIME Microwave Pop Corn (regardless of the number of people/organizations they nominate).

Can I nominate myself?

In the spirit of the program, people may NOT nominate themselves.

Who is eligible for nomination?

In order to be considered, nominees must:

- » Help bring joy and happiness to others by doing good in the community
- » Be 13 years of age or older
- » Be an individual, group or organization
- » Reside in the United States



What are some examples of bringing joy and happiness to others in the community?

Kindness comes in many forms, but some examples could include:

- » A high school student who performs magic shows for sick children in hospital rooms.
- » A musician who travels from town to town to perform concerts in the living rooms of families needing a lift.
- » Sorority sisters who bring joy to WWII veterans by bowling with them.
- » 91-year-old woman who crochets activity bags out of plastic bags for the children at her church.

How will nominees be judged?

All submissions will be judged by a panel of qualified judges who will determine 100 finalists based on:

- » Impact of good deeds on the relevant community
- » Uniqueness/originality of good deeds
- » Potential for grant money to aid nominee in furthering good deeds
- » Quality of submission and depth of community support

When will the winners be announced?

Winners will be notified individually and announced publicly via traditional/social media networks on a weekly basis in batches of about 10 from August 1–October 31, 2014.

What happens to the winners?

Winners will receive a \$1,000 check to use in furthering their good deeds, along with a JOLLY TIME prize pack, 6-8 weeks after the public announcement. Winners will be encouraged to share their stories via local media and their social networks.

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