

HACKETTSTOWN, N.J., Sept. 13, 2013 /PRNewswire/ -- Racing fans now have 1 million more reasons to cheer for Kyle Busch in the Chase for the NASCAR Sprint Cup™! Today Mars Chocolate North America announced a deliciously unique offer from M&M'S® Brand to make this year's NASCAR "playoff races" even 'Better with M.'

Here's the deal: Should Kyle, driver of the No. 18 M&M'S Toyota Camry, capture the 2013 NASCAR Sprint Cup Series championship, the brand will celebrate with America by giving away 1 million free bags of M&M'S. Now *that's* a sweet deal every race fan can appreciate.

The Chase for the NASCAR Sprint Cup is arguably the longest and most competitive playoff system in professional sports – pitting the sports' top 12 drivers from the regular season against each other for 10 grueling races to crown a champion. Busch is making his sixth appearance in the Chase for the NASCAR Sprint Cup – his fourth in the No. 18 M&M'S Toyota Camry. As the "Official Chocolate of NASCAR®," M&M'S brand saw an opportunity to make a victory even sweeter – both for Kyle, and fans across the country.

"We're thrilled to see Kyle and his No. 18 M&M'S teammates back in the Chase for the NASCAR Sprint Cup this season," said Roy Benin, Chief Consumer Officer at Mars Chocolate North America. "We've spent the past season showing fans that 'Race Day is Better with M,' so we couldn't think of a better way to rally around Kyle throughout the Chase for the NASCAR Sprint Cup, as well as celebrate a potential championship than by giving away 1 million free bags of M&M'S."

For more information on how M&M'S is supporting Busch and the team during the Chase for the NASCAR Sprint Cup, visit [www.facebook.com/mmsracing](http://www.facebook.com/mmsracing) .

**About Mars Chocolate North America:** Mars Chocolate North America is the North American chocolate operations of Mars, Incorporated. In 1911, rank C. Mars made the first Mars candies in his Tacoma, Washington

## **M M'S&reg; To Make The Chase For The NASCAR Sprint Cup&trade; 'Better With M'**

Written by Australian Business

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kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr.

joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom

with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today.

Based in

McLean, Virginia

, Mars has net sales of more than

\$30 billion

and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars brands include: Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA CO.™, KLIX® and FLAVIA®; Symbioscience – SERAMIS®, CIRKU™ and COCOAVIA™.

For more information, please visit [www.mars.com](http://www.mars.com) .

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