

HACKETTSTOWN, N.J., Jan. 3, 2014 /PRNewswire/ -- DOVE® Dark Chocolate and NICOLE by OPI® celebrate the New Year with the launch of the "Discover Your Dark Side in the New Year Sweepstakes." The Facebook-based promotion will randomly award 25,000 entrants with two exclusive NICOLE by OPI® nail lacquer shades inspired by DOVE® Dark Chocolate: "Better After Dark" and "Promises in the Dark."

As the #1 solid dark chocolate on the market¹, the unique, silky-smooth taste of DOVE® Dark Chocolate lives up to people's expectations of what chocolate should taste like. Available in four varieties, including new DOVE®

Silky Smooth Sea Salt Caramel Dark Chocolate, DOVE®

uses carefully selected cocoa beans to deliver its signature taste and a special process that delivers the unique, silky-smooth texture.

"In 2014, we want to encourage people to discover the delicious taste of DOVE® Dark Chocolate, which offers a creamy taste experience that shatters the perception that dark chocolate tastes bitter," said Roy Benin, Chief Consumer Officer, Mars Chocolate North America. "With this sweepstakes, we're putting the silky-smooth taste of DOVE®

Dark Chocolate at people's fingertips with the always smooth nail polish experience from NICOLE by OPI®

."

Enter the "Discover Your Dark Side in the New Year Sweepstakes" From now through February 5, 2014

, DOVE®

Chocolate Facebook fans can enter once per day for a chance to win one (1) of the 25,000 NICOLE by OPI

®

kits, which include:

- A coupon for a free DOVE® Dark Chocolate Bar (1.34 oz. - 1.44 oz.)
- **Better After Dark** NICOLE by OPI® Nail Lacquer Bottle
- **Promises in the Dark** NICOLE by OPI® Nail Lacquer Bottle

To enter, simply "like" the [DOVE ® Chocolate Facebook page](#) and click on the Sweepstakes tab ([https://www.facebook.com](https://www.facebook.com/dovechocolate/app_548734081871225)

[/dovechocolate/app_548734081871225](#)

) to enter your name, email address, shipping address and date of birth. The Sweepstakes is open to legal residents of the 50 United States who are age 13 or older on or before December 27, 2013

. All winners will be selected at random by an independent agency in the week following the sweepstakes.

For more information, please visit www.facebook.com/dovechocolate or www.facebook.com/nicolebyopi

About Mars, Incorporated In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington

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 objective of creating a "mutuality of benefits for all stakeholders" – this objective serves as the foundation of Mars, Incorporated today.

Based in

McLean, Virginia

, Mars has net sales of more than \$33 billion

, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 72,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars brands include: Petcare – PEDIGREE®, ROYAL CANIN®, WHISKAS®, KITEKAT®, BANFIELD® Pet Hospital and NUTRO®; Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley – DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks – ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®; Symbioscience – COCOAVIA™ and WISDOM PANEL™.

For more information, please visit www.mars.com . Follow us: facebook.com/mars, twitter.com/marsglobal, youtube.com/mars, linkedin.com/company/mars

About Nicole by OPI Nicole by OPI offers a salon-quality range of bold, fashion-forward nail lacquers. The brand's heritage is based on OPI's well-established foundation of excellence in both color and technology, providing premium products to a broad range of consumers looking for trendsetting nail lacquers. Known for its celebrity collaborations and partnerships, the brand invites consumers to be creative and confident by expressing themselves through color. Currently, Nicole by OPI range boasts over 120 shades, including retailer-exclusive lacquers, and serves as the color authority for the younger demographic.

For more information, visit nicolebyopi.com . Follow Nicole by OPI: facebook.com/nicolebyopi , twitter.com/nicolebyopi , instagram.com/nicolebyopi , google.com/+nicolebyopi

¹ According to the latest data from SymphonyIRI covering the latest 52-week period ending December 1, 2013

SOURCE Mars Chocolate

DOVE® Chocolate And NICOLE by OPI® Ring In The New Year With An Irresistible Sweepstakes

Written by Australian Business

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