



National Sampling Program • SPRING 2009
Zone 02 • Mid-Atlantic

Minute Rice will support these upcoming New York spring events in 2009. Product samples will be distributed to thousands of attendees at each event. Logo impressions will reach more than 75,000 consumers. Event participants will interact with Minute Rice staff while spinning the prize wheel to receive premiums, coupons, and literature.



National Woman's Heart Day

February • Attendance 4,500
New York, NY

March for Babies

April • Attendance 9,000
New York, NY

Revlon Run for Women

May • Attendance 40,000
New York, NY



Specialized Promotions Network

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