



JOLLY TIME® POP CORN LAUNCHES KERNELS OF KINDNESS CAMPAIGN, GIVES BACK TO COMMUNITY

Family-Owned Company Celebrates 100th Birthday by Awarding \$100,000 to Those Bringing Joy and Happiness to Their Communities

SIoux CITY, Iowa – (May 15, 2014) – JOLLY TIME® Pop Corn today announced the launch of its national grassroots campaign, Kernels of Kindness, a community program awarding \$1,000 grants to 100 people and organizations that bring joy and happiness to others through kind acts in their community.

The fifth-generation, family-owned company turns 100 in October, and has sold nearly three billion pounds of popcorn since it was founded in Clويد Smith's Sioux City basement in 1914—the same year World War I began and Babe Ruth made his debut in the major leagues. Smith hand-shelled the corn himself and sold his product to small grocers and street cart popcorn vendors, producing the first-ever branded popcorn under the name JOLLY TIME Pop Corn.

Over time, JOLLY TIME has pioneered the U.S. popcorn industry, evolved its product lines in an ever-changing snack market, and built a legacy, helping families and friends enjoy cherished time together through a century of game nights, movies, parties, sporting events and of course, popcorn.

"Our greatest joy and constant motivation is bringing families and friends together," said Garry Smith, president, and fourth generation member of the Smith family to lead JOLLY TIME. "I know my great-grandfather, grandfather and father would be proud of JOLLY TIME's continued commitment to our community. In celebration of our 100th year, we wanted to extend that commitment to communities across the U.S. We're very excited to see what \$100,000 of good will bring."

Like kernels—little tokens of nature that, when warmed up enough, explode into unique puffs of corn—tokens of kindness expand beyond their original form and fuel communities. The Kernels of Kindness program pays tribute to the everyday folks who pop up joy and make a difference in other peoples' lives.

Some examples of do-gooders may include a friend who performs magic shows for sick children in hospital rooms; or a neighbor who leaves baked goods at the local fire station; or sorority sisters who bring joy to veterans by bowling with them once a month. Anyone can be nominated to win \$1,000 to continue the good will in the community.

You can nominate individuals and organizations from May 15 through June 15 online at jollytime.com/kernelsofkindness. JOLLY TIME judges will determine the 100 winners, and their stories will be shared via the JOLLY TIME website and on social media. Everyone who submits a nomination will receive a coupon for a free box of JOLLY TIME Microwave Pop Corn.

ABOUT JOLLY TIME® POP CORN

The American Pop Corn Company of Sioux City, Iowa, is an independent and family-owned company that, for nearly 100 years, has produced and marketed JOLLY TIME Pop Corn, the first-ever branded popcorn. JOLLY TIME offers a variety of traditional and microwave popcorn products in grocery stores nationwide and in nearly 40 countries around the globe. It has the only microwave popcorn endorsed by Weight Watchers®, in addition to the only microwave popcorn made with the Smart Balance® patented blend of oils. JOLLY TIME Pop Corn is gluten free and is made using GMO-free popcorn. Learn more at www.jollytime.com.

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