

PRESS RELEASE

NEPTUNES

Manufacturers of fine confectionery since 1924

A confectionery firm has decided to launch a new competition for school children which will link in with the creation of a new product it has just developed.

Neptunes, one of the country's leading confectionery firms, announced today that it is launching a competition for children at Newtown primary schools in which they could win a luxury holiday for their family worth up to £30,000 PLUS £10,000 worth of computer equipment for their school.

Neptunes is launching the competition to find a name for a new product which will be promoted in a £50 million world-wide advertising campaign in the autumn. Full details about the product and its ingredients have yet to be released but it will be the first chocolate bar to prevent rather than cause tooth decay. It will have a chewy, biscuit-type inner filling and an outer chocolate coating developed in Neptunes laboratories and which does not contain any extract from cacao seeds. However, it will taste just like any other chocolate.

Neptunes say that because children are the biggest buyers of their products, it is felt they will have the best ideas for the name of the product which has been developed amid tight security over the last 15 years at the company's headquarters in Bristol.

Neptunes is giving Newtown children the chance to name the chocolate because it will be made at the firm's factory in the town. The holiday prize will involve first-class travel and full-board accommodation and all drinks at the five-star Glistening Sands resort in Mehe, the Seychelles capital. Neptunes believes this will be the biggest value prize ever to be offered to a child.

For further information contact Bill Watson in the Neptunes press office
(01234 – 567890)

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