



Reunite M Campaign

BOB: YELLOW WITHOUT RED, BLUE, MS. GREEN AND ORANGE – WHERE DID THEY GO? I’M BOB PAYNE.

AMERICA WOKE UP TO THE NEWS THAT THE M&M’S SPOKESCANDIES SPLIT UP. IT’S BEEN YEARS SINCE AN ICONIC GROUP DISASSEMBLED.

EVERYONE, EXCEPT YELLOW, HUNG UP THEIR ‘M’S’ TO PURSUE SOLO CAREERS.

YELLOW: (WHIMPERING) “WHAT? THEY’RE GONE? WHERE DID THEY GO? WHY WASN’T I INVITED????”

BOB: RED IS THE SPOKESCHERRY FOR THE OREGON CHERRY COMPANY; BLUE JOINED THE BLUE MAN GROUP; MS. GREEN WROTE HER FIRST BOOK; AND ORANGE IS MORE PARANOID THAN EVER ABOUT BEING EATEN AND MOVED INTO A CABIN, DEEP IN THE WOODS.

DEBRA SANDLER, CHIEF CONSUMER OFFICER, MARS CHOCOLATE NORTH AMERICA:

DEBRA: “NEEDLESS TO SAY, IT’S A VERY SAD DAY FOR US. IT’S JUST NOT THE SAME WITHOUT OUR ENTIRE SPOKESCANDY CREW. TO HELP GET THEM BACK TOGETHER, WE’VE PUT A ‘RE-UNITE’ ‘M CAMPAIGN INTO ACTION.

WE’RE ASKING YOU TO HELP RE-ASSEMBLE THE TEAM AND ARE OFFERING MORE THAN ONE AND A HALF MILLION DOLLARS IN PRIZES, INCLUDING \$100,000 TO ONE LUCKY INDIVIDUAL, FOR YOUR ASSISTANCE.

BOB: HELP REUNITE THEM! FOR MORE ON THE REUNITE M CAMPAIGN, VISIT M&M’S FACEBOOK PAGE OR M-M-S DOT COM.

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